

Malvern Bank Super Late Model Racing - WEST - US 30 Speedway

DATE: Sunday, August 17, 2025
LOCATION: Columbus, Nebraska, US

Event Description

Malvern Bank Super Late Model Racing - WEST - US 30 Speedway is a premier sports event in Columbus. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 3hxjvboiB2pLk2PkYv

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
