

Midwest Thunder 24th Annual Benefit Car/Truck/Motorcycle Show

DATE: Sunday, August 17, 2025
LOCATION: Pontiac, Illinois, US

Event Description

Midwest Thunder 24th Annual Benefit Car/Truck/Motorcycle Show is a premier expos event in Pontiac. 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: expos

Importance Rank: 44/100

Expected Attendance: 529 people

Event ID: EUmfyc3ZyGybz6vcBr

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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