

Moon Pie Mania Car, Truck & Bike Show

DATE: Saturday, August 23, 2025

LOCATION: Bluffton, Indiana, US

Event Description

Moon Pie Mania Car, Truck & Bike Show is a premier expos event in Bluffton. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 9Xzcf3PRcroxPzZUfj

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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