

Motors in the Alley

DATE: Sunday, August 24, 2025
LOCATION: Oklahoma City, Oklahoma, US

Event Description

Motors in the Alley is a premier expos event in Oklahoma City. 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: 46/100

Expected Attendance: 649 people

Event ID: HTUzHM2FZ9f9oQNFPZ

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 260 across all properties

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