

# MPACT @ Pocono - 2025 Motorsports Festival and Car Show presented by AUTOcouture Motoring

DATE: Saturday, August 16, 2025  
LOCATION: Indian Mountain Lake, Pennsylvania, US

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## Event Description

MPACT @ Pocono - 2025 Motorsports Festival and Car Show presented by AUTOcouture Motoring is a premier expos event in Indian Mountain Lake. 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:** 42/100

**Expected Attendance:** 383 people

**Event ID:** ESi7w6jW6wxk32ny3R

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 153 across all properties

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