

National Farm Machinery Show

DATE: Wednesday, February 11, 2026

LOCATION: Louisville, Kentucky, US

Event Description

National Farm Machinery Show is a premier expos event in Louisville. 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: 100/100

Expected Attendance: 300,000 people

Event ID: A3xSzbkPcrvUesuYpW

Hotel Demand Indicators

ADR Impact Index: 10.0x baseline (varies by property tier & location)

Occupancy Impact: +84 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 60km from venue

Estimated Room Nights: 120,000 across all properties

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