

Oakhurst Experience: Deep Roots

DATE: Friday, August 15, 2025
LOCATION: Muncie, Indiana, US

Event Description

Oakhurst Experience: Deep Roots is a premier expos event in Muncie. 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: 51/100

Expected Attendance: 1,140 people

Event ID: 8Q23uWTxsu5rq3YkUo

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: 456 across all properties

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