

# Oktoberfest at Blue Moose

DATE: Friday, September 19, 2025

LOCATION: Lenexa, Kansas, US

## Event Description

Oktoberfest at Blue Moose is a premier festivals event in Lenexa. 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:** festivals

**Importance Rank:** 56/100

**Expected Attendance:** 2,107 people

**Event ID:** 5NAT76eP5YnTJkPTmi

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 843 across all properties

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