

# Pacific Northwest Sportsmens Show

DATE: Wednesday, February 11, 2026  
LOCATION: Portland, Oregon, US

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## Event Description

Pacific Northwest Sportsmens Show is a premier expos event in Portland. 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:** 87/100

**Expected Attendance:** 70,000 people

**Event ID:** 6jwzFDuZT7bbktJ9F

## Hotel Demand Indicators

**ADR Impact Index:** 8.9x baseline (varies by property tier & location)

**Occupancy Impact:** +66 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 40km from venue

**Estimated Room Nights:** 28,000 across all properties

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

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