PRCA Rodeo

DATE: Tuesday, August 19, 2025
LOCATION: Coeur d'Alene, Idaho, US

Event Description

PRCA Rodeo is a premier festivals event in Coeur d'Alene. 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: 52/100
Expected Attendance: 1,304 people
Event ID: HsP66HYicWFxPkGpKn

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 522 across all properties

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