

Rick Brown Memorial Car & Motorcycle Show

DATE: Sunday, August 24, 2025
LOCATION: Big Springs, Nebraska, US

Event Description

Rick Brown Memorial Car & Motorcycle Show is a premier expos event in Big Springs. 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: 53/100
Expected Attendance: 1,440 people
Event ID: C4TCjzmwdnZJ9iCqYS

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 576 across all properties

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