

Rock the River Expo 2025

DATE: Thursday, August 21, 2025
LOCATION: Sauk Rapids, Minnesota, US

Event Description

Rock the River Expo 2025 is a premier expos event in Sauk Rapids. 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: 35/100

Expected Attendance: 186 people

Event ID: 8EfHbFx8MsP9snHDot

Hotel Demand Indicators

ADR Impact Index: 4.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 74 across all properties

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