

Rockin' R Arena Saturday August 23rd Last Barrel Race of the Year

DATE: Saturday, August 23, 2025
LOCATION: Ravenna, Nebraska, US

Event Description

Rockin' R Arena Saturday August 23rd Last Barrel Race of the Year is a premier expos event in Ravenna. 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: 46/100

Expected Attendance: 643 people

Event ID: ALFyCbr4uLeazahJHT

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 257 across all properties

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