

Rocking the Racetrack welcomes Seger System Ultimate Bob Seger Tribute

DATE: Friday, August 15, 2025
LOCATION: Columbus, Minnesota, US

Event Description

Rocking the Racetrack welcomes Seger System Ultimate Bob Seger Tribute is a premier festivals event in Columbus. 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: 42/100
Expected Attendance: 419 people
Event ID: 3mfLzLE258x58jodpe

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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