

Rodeo Billings at MontanaFair

DATE: Thursday, August 14, 2025

LOCATION: Billings, Montana, US

Event Description

Rodeo Billings at MontanaFair is a premier festivals event in Billings. 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: 44/100

Expected Attendance: 481 people

Event ID: 7EnbZkT57c7PKSyz9F

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 192 across all properties

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