

# Rolex Monterey Motorsports Reunion

DATE: Wednesday, August 13, 2025  
LOCATION: CORRAL DE TIE, California, US

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## Event Description

Rolex Monterey Motorsports Reunion is a premier festivals event in CORRAL DE TIE. 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:** 49/100

**Expected Attendance:** 851 people

**Event ID:** BV9SGQCNig29D7BLbs

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 340 across all properties

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