

# SAT 8/16 8:00AM - Roll at 8:30AM Pre-ride 25 and 15 mile courses for Good Dirt Ride 2025

DATE: Saturday, August 16, 2025  
LOCATION: Rancho Santa Margarita, California, US

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## Event Description

SAT 8/16 8:00AM - Roll at 8:30AM Pre-ride 25 and 15 mile courses for Good Dirt Ride 2025 is a premier expos event in Rancho Santa Margarita. 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:** 45/100

**Expected Attendance:** 542 people

**Event ID:** 9NJUthwRXZVpn8eR79

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 217 across all properties

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