

Show and Shine Gathering

DATE: Saturday, August 16, 2025

LOCATION: Lolo, Montana, US

Event Description

Show and Shine Gathering is a premier expos event in Lolo. 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: 41/100

Expected Attendance: 364 people

Event ID: DvaMqV2LGyLxw64YTB

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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