

Show Us Your Wristband

DATE: Thursday, September 18, 2025

LOCATION: Louisville, Kentucky, US

Event Description

Show Us Your Wristband is a premier festivals event in Louisville. 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: 54/100

Expected Attendance: 1,543 people

Event ID: 7fytJ3m7bgwqUgot4x

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 617 across all properties

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