

# Sleepwear Sale

DATE: Friday, August 29, 2025  
LOCATION: Rapid City, South Dakota, US

---

## Event Description

Sleepwear Sale is a premier community event in Rapid City. 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:** community

**Importance Rank:** 34/100

**Expected Attendance:** 150 people

**Event ID:** oC5sWw8s6bGxdQkJLc

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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

---