

# Somerset Hills Rotary Car Show

DATE: Sunday, August 24, 2025  
LOCATION: Bernards, New Jersey, US

---

## Event Description

Somerset Hills Rotary Car Show is a premier expos event in Bernards. 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:** 44/100

**Expected Attendance:** 530 people

**Event ID:** 6rSpumV6iw2bPBXDJa

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 212 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/somerset-hills-rotary-car-show>

Document generated on 6/4/2026, 7:54:47 AM