

South Chicagoland Bikers Ride to Cody Parks and the Dirty South

DATE: Friday, August 15, 2025
LOCATION: Braidwood, Illinois, US

Event Description

South Chicagoland Bikers Ride to Cody Parks and the Dirty South is a premier concerts event in Braidwood. 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: concerts

Importance Rank: 35/100

Expected Attendance: 172 people

Event ID: 3C9pEG23y27J5EUoFV

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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