

SPARKLE SPECTACULAR NEW YEAR'S EVE - LATE SHOW

DATE: Wednesday, December 31, 2025
LOCATION: Bozeman, Montana, US

Event Description

SPARKLE SPECTACULAR NEW YEAR'S EVE - LATE SHOW is a premier performing-arts event in Bozeman. 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: performing-arts

Importance Rank: 37/100

Expected Attendance: 214 people

Event ID: 9pU64Mpsb46LFDi8fi

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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