

# SPVR "UNDER THE LIGHTS" BARREL RACE JACKPOT #3/3 BUCKLE SERIES

DATE: Saturday, August 23, 2025  
LOCATION: Escondido, California, US

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## Event Description

SPVR "UNDER THE LIGHTS" BARREL RACE JACKPOT #3/3 BUCKLE SERIES is a premier expos event in Escondido. 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:** 33/100

**Expected Attendance:** 134 people

**Event ID:** E9cUP4U7PKSUUS3FKk

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 54 across all properties

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

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