

The D.F.S Formula Tour `Salt Lake City

DATE: Sunday, August 10, 2025

LOCATION: Lehi, Utah, US

Event Description

The D.F.S Formula Tour `Salt Lake City is a premier conferences event in Lehi. 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: conferences

Importance Rank: 43/100

Expected Attendance: 446 people

Event ID: xmY8m6WSjC5tkxwT49

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: 178 across all properties

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