

THQMA ARRIVE & DRIVE EVENT

DATE: Saturday, August 16, 2025
LOCATION: Terre Haute, Indiana, US

Event Description

THQMA ARRIVE & DRIVE EVENT is a premier sports event in Terre Haute. 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: 38f9YdQTYFSyaqd25x

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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