

# Thursday Night Mutton Bustin Registration - Cassia Fair and Rodeo

DATE: Thursday, August 14, 2025  
LOCATION: Burley, Idaho, US

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## Event Description

Thursday Night Mutton Bustin Registration - Cassia Fair and Rodeo is a premier festivals event in Burley. 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:** festivals

**Importance Rank:** 37/100

**Expected Attendance:** 230 people

**Event ID:** 5U2fBEbwXfhDN3EgR

## 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:** 92 across all properties

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