

Valley to Valley Car Show

DATE: Saturday, October 18, 2025
LOCATION: Bakersfield, California, US

Event Description

Valley to Valley Car Show is a premier expos event in Bakersfield. 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: 48/100

Expected Attendance: 783 people

Event ID: 4V7PkFuCRgHXfr6JTg

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 313 across all properties

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