

Weiss Ranch Barrel & Pole Show

DATE: Wednesday, August 27, 2025
LOCATION: Rockaway Township, New Jersey, US

Event Description

Weiss Ranch Barrel & Pole Show is a premier expos event in Rockaway Township. 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: 43/100

Expected Attendance: 450 people

Event ID: EQfpaiCPv9bVnbRnAw

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: 180 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/weiss-ranch-barrel-pole-show>

Document generated on 6/4/2026, 2:02:37 AM