

Welcome Back WKU- Bowling Green Area Chamber of Commerce

DATE: Wednesday, August 20, 2025
LOCATION: Bowling Green, Kentucky, US

Event Description

Welcome Back WKU- Bowling Green Area Chamber of Commerce is a premier expos event in Bowling Green. 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: 55/100

Expected Attendance: 1,847 people

Event ID: 6SpGPFAnnHRiAemKEC

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 739 across all properties

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