

Willows Car & Bike Show

DATE: Saturday, August 16, 2025
LOCATION: Willows, California, US

Event Description

Willows Car & Bike Show is a premier expos event in Willows. 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: 40/100

Expected Attendance: 303 people

Event ID: Br5rMoDkqXen76ToJv

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 121 across all properties

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