

zMAX CARS Tour - PLM & LMSC

DATE: Saturday, October 18, 2025
LOCATION: North Wilkesboro, North Carolina, US

Event Description

zMAX CARS Tour - PLM & LMSC is a premier sports event in North Wilkesboro. 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: sports

Importance Rank: 78/100

Expected Attendance: 25,000 people

Event ID: BbCYJ7PCuLT3Som8Rd

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 10,000 across all properties

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