

RANKED BY ESTIMATED ATTENDANCE · USA · 2026

# TOP 20 RALLIES BY ATTENDANCE

The 20 largest motorcycle rallies in the USA ranked by estimated annual attendance.

#	EVENT NAME	DATE	LOCATION	EST. ATTENDANCE
1	<b>Sturgis Motorcycle Rally</b> <small>10 Days   Buffalo Chip</small>	Aug 7–16	Sturgis, SD	<b>500,000+</b>
2	<b>Bikes, Blues &amp; BBQ</b> <small>Charity   Ozarks</small>	Sep 30–Oct 3	Rogers, AR	<b>400,000+</b>
3	<b>Lone Star Rally</b> <small>Family   Military</small>	Nov 5–8	Galveston, TX	<b>350,000+</b>
4	<b>Laconia Motorcycle Week</b> <small>America's Oldest</small>	Jun 13–21	Laconia, NH	<b>300,000+</b>
5	<b>Myrtle Beach Bike Week — Spring</b> <small>88th Year</small>	May 8–17	Myrtle Beach, SC	<b>200,000+</b>
6	<b>Thunder Beach Rally — Spring</b> <small>Family   Beach</small>	Apr 29–May 3	Panama City Beach, FL	<b>150,000+</b>
7	<b>Biketoberfest — Daytona Beach</b> <small>Speedway   A1A</small>	Oct 15–18	Daytona Beach, FL	<b>100,000+</b>
8	<b>Ohio Bike Week — 26th Anniversary</b> <small>Midwest's Largest</small>	May 29–Jun 6	Sandusky, OH	<b>100,000+</b>
9	<b>Harley-Davidson Anniversary Homecoming</b> <small>CANCELLED</small>	Jul 9–12	Milwaukee, WI	<b>100,000+</b>
10	<b>Muskegon Bike Time</b> <small>72K Bikes Annually</small>	Jul 15–19	Muskegon, MI	<b>100,000+</b>
11	<b>Steel Horse Rally</b> <small>Charity   Veterans</small>	May 1–2	Fort Smith, AR	<b>100,000+</b>
12	<b>Leesburg BikeFest</b> <small>Family   Since 1957</small>	Apr 24–26	Leesburg, FL	<b>100,000+</b>
13	<b>Bikefest Lake of the Ozarks</b> <small>58+ Live Shows</small>	Sep 15–20	Lake Ozark, MO	<b>100,000+</b>
14	<b>Street Vibrations Rally</b> <small>Virginia City</small>	Sep 24–26	Reno, NV	<b>50,000+</b>
15	<b>Americade Motorcycle Rally</b> <small>200+ Vendors</small>	May 27–30	Lake George, NY	<b>50,000+</b>
16	<b>Smoky Mountain Bike Week</b> <small>The Dragon   218 Curves</small>	Sep 26–Oct 3	Maryville, TN	<b>50,000+</b>
17	<b>AMA Vintage Motorcycle Days</b> <small>90+ Bikes   2nd Meet</small>	Jul 24–26	Lexington, OH	<b>40,000+</b>
18	<b>Colonial Beach Bike Fest</b> <small>20K+ Bikes</small>	Oct 8–11	Colonial Beach, VA	<b>30,000+</b>
19	<b>Tennessee Motorcycles &amp; Music Revival</b> <small>Loretta Lynn's Ranch</small>	May 14–17	Hurricane Mills, TN	<b>30,000+</b>