

# 2025 Happy Sterling Festival & 30th Anniversary Celebration August 28 - 31

DATE: Thursday, August 28, 2025  
LOCATION: Sterling, New York, US

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## Event Description

2025 Happy Sterling Festival & 30th Anniversary Celebration August 28 - 31 is a premier festivals event in Sterling. 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:** festivals

**Importance Rank:** 52/100

**Expected Attendance:** 1,267 people

**Event ID:** 4peTBtxfZi2YANHhqN

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 507 across all properties

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

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