

3rd Annual Summer Book Fair at The Children's Museum at Holyoke

DATE: Friday, August 15, 2025
LOCATION: Holyoke, Massachusetts, US

Event Description

3rd Annual Summer Book Fair at The Children's Museum at Holyoke is a premier festivals event in Holyoke. 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: 50/100

Expected Attendance: 971 people

Event ID: 9wFHtfuvdC4rZLVNQD

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 388 across all properties

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