

3rd Thursday Opening Night Reception (August)

DATE: Thursday, August 21, 2025
LOCATION: Orlando, Florida, US

Event Description

3rd Thursday Opening Night Reception (August) is a premier festivals event in Orlando. 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: 45/100

Expected Attendance: 571 people

Event ID: 66igEDmXCCC7gKAGAd

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 228 across all properties

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