

\$6 Wine Tasting Saturdays: September Reds

DATE: Saturday, August 30, 2025
LOCATION: Rochester, New York, US

Event Description

\$6 Wine Tasting Saturdays: September Reds is a premier festivals event in Rochester. 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: 957 people

Event ID: DLXEmGTkaokAxLPPCU

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: 383 across all properties

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