

# Ambient Sojourn Band in Dante's at Firefly's BBQ

DATE: Saturday, November 29, 2025  
LOCATION: Marlborough, Massachusetts, US

## Event Description

Ambient Sojourn Band in Dante's at Firefly's BBQ is a premier concerts event in Marlborough. 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:** concerts

**Importance Rank:** 37/100

**Expected Attendance:** 233 people

**Event ID:** 4JqGZm8qXHEWytUGD6

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 93 across all properties

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