

August Special Community Event: Groove Juice Goes to the South Wedge Festival!

DATE: Saturday, August 16, 2025
LOCATION: Rochester, New York, US

Event Description

August Special Community Event: Groove Juice Goes to the South Wedge Festival! 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: 39/100

Expected Attendance: 291 people

Event ID: 8vjCXF3Gbu3QAj7ktX

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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