

BCAP Family Health & Resilience Fun Day

DATE: Saturday, August 16, 2025
LOCATION: Willingboro, New Jersey, US

Event Description

BCAP Family Health & Resilience Fun Day is a premier festivals event in Willingboro. 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: 40/100

Expected Attendance: 304 people

Event ID: 6gKwmmTGtD4Duxwh6W

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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