

Berkshire Opera Festival: La Traviata

DATE: Friday, August 22, 2025
LOCATION: Great Barrington, Massachusetts, US

Event Description

Berkshire Opera Festival: La Traviata is a premier festivals event in Great Barrington. 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: 51/100

Expected Attendance: 1,134 people

Event ID: 9yQ2xAgoaiBXvf9GKT

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: 454 across all properties

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