

Beyond Purple - The Best of Deep Purple, Whitesnake, Rainbow and DIO

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

Event Description

Beyond Purple - The Best of Deep Purple, Whitesnake, Rainbow and DIO is a premier festivals event in Newburgh. 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: 45/100

Expected Attendance: 577 people

Event ID: HQudq5B24BvtC3W7mA

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 231 across all properties

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