

Bill Hake at The Desmond WEDNESDAYS

DATE: Wednesday, August 13, 2025
LOCATION: Malvern, Pennsylvania, US

Event Description

Bill Hake at The Desmond WEDNESDAYS is a premier performing-arts event in Malvern. 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 236 people
Event ID: 5P3pddSo48E7rhYF2e

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: 94 across all properties

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