Brick Fest: LEGO Celebration

DATE: Saturday, August 16, 2025
LOCATION: Westerly, Rhode Island, US

Event Description

Brick Fest: LEGO Celebration is a premier festivals event in Westerly. 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: 44/100
Expected Attendance: 487 people
Event ID: B9oVmttxqQEobcNsq8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 195 across all properties

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