

Butterflies and Blooms

DATE: Saturday, August 16, 2025
LOCATION: Wappingers Falls, New York, US

Event Description

Butterflies and Blooms is a premier festivals event in Wappingers Falls. 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: 43/100

Expected Attendance: 439 people

Event ID: 7KPPDc6ffdB9KHPCcH

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: 176 across all properties

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