

Cello Monkey Matthew Thornton

DATE: Friday, August 15, 2025
LOCATION: Westfield, Massachusetts, US

Event Description

Cello Monkey Matthew Thornton is a premier concerts event in Westfield. 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: concerts

Importance Rank: 35/100

Expected Attendance: 185 people

Event ID: 37Q5ij6jaJdC8qJzwU

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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

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Document generated on 6/3/2026, 8:47:55 PM