

CHARLES COUNTY SUMMERFEST - INDIAN HEAD Style

DATE: Friday, August 15, 2025
LOCATION: Indian Head, Maryland, US

Event Description

CHARLES COUNTY SUMMERFEST - INDIAN HEAD Style is a premier festivals event in Indian Head. 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: 37/100

Expected Attendance: 237 people

Event ID: 6eWJ5xSasbhz66KvJe

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: 95 across all properties

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