

Comedy in the Cellar - Chelsea Hood

DATE: Friday, August 15, 2025
LOCATION: Fargo, North Dakota, US

Event Description

Comedy in the Cellar - Chelsea Hood is a premier festivals event in Fargo. 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: 36/100

Expected Attendance: 205 people

Event ID: 7iqXAavbZS8cuiwWpW

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: 82 across all properties

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