

Cool Cool Cool w/ Capital Zen at Putnam Place

DATE: Thursday, August 14, 2025
LOCATION: Saratoga Springs, New York, US

Event Description

Cool Cool Cool w/ Capital Zen at Putnam Place is a premier festivals event in Saratoga Springs. 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: 428 people

Event ID: GEXb7im2xCqG26Kzy9

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: 171 across all properties

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