

# CTY Kick Off Rally - Chick-fil-A Afterburner

DATE: Friday, January 16, 2026  
LOCATION: Bloomfield, Connecticut, US

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## Event Description

CTY Kick Off Rally - Chick-fil-A Afterburner is a premier community event in Bloomfield. 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:** community

**Importance Rank:** 16/100

**Expected Attendance:** 20 people

**Event ID:** A4gEEt5xDWiusQohsS

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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