

CUP's 4th Annual Martha's Vineyard Summit '25

DATE: Friday, August 15, 2025
LOCATION: West Tisbury, Massachusetts, US

Event Description

CUP's 4th Annual Martha's Vineyard Summit '25 is a premier conferences event in West Tisbury. 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: conferences

Importance Rank: 39/100

Expected Attendance: 288 people

Event ID: Bvxo4TaS5j6GLS4xD2

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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