

# Dave Herlihy (O Positive) & Friends and Ray Lemieux (Heretix)

DATE: Friday, August 15, 2025  
LOCATION: Somerville, Massachusetts, US

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## Event Description

Dave Herlihy (O Positive) & Friends and Ray Lemieux (Heretix) is a premier festivals event in Somerville. 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:** 38/100  
**Expected Attendance:** 257 people  
**Event ID:** 8bzSui6ttebzxEHjUz

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 103 across all properties

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

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