

East Hampton Art Affair at Herrick Park

DATE: Friday, August 22, 2025
LOCATION: East Hampton, New York, US

Event Description

East Hampton Art Affair at Herrick Park is a premier festivals event in East Hampton. 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: 47/100

Expected Attendance: 719 people

Event ID: 6GbjVtcuxynwMDvPP9

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 288 across all properties

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