

# Finger Lakes NAVHDA Field Trial

## Wednesday 8/13/2025

DATE: Wednesday, August 13, 2025  
LOCATION: Alexander, New York, US

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### Event Description

Finger Lakes NAVHDA Field Trial Wednesday 8/13/2025 is a premier community event in Alexander. 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:** 30/100  
**Expected Attendance:** 100 people  
**Event ID:** EYPjjG9QYfKoLjCzJk

### Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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