

Fitness in the Parks: Zumba® at Losson Park (Stiglmeier Park)

DATE: Thursday, August 14, 2025
LOCATION: Cheektowaga, New York, US

Event Description

Fitness in the Parks: Zumba® at Losson Park (Stiglmeier Park) is a premier community event in Cheektowaga. 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: CN2T89vVpwo3SuUpSB

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.
