

# Free Outdoor Summer Yoga Series on Roger's Field, Devens

DATE: Wednesday, August 13, 2025  
LOCATION: Harvard, Massachusetts, US

---

## Event Description

Free Outdoor Summer Yoga Series on Roger's Field, Devens is a premier community event in Harvard. 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:** 16/100

**Expected Attendance:** 20 people

**Event ID:** EYjiEQujRHvo2ZeZju

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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

---