

Gloucester Rotary Pancake Breakfast

DATE: Saturday, August 16, 2025
LOCATION: Gloucester, Massachusetts, US

Event Description

Gloucester Rotary Pancake Breakfast is a premier festivals event in Gloucester. 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: 46/100

Expected Attendance: 598 people

Event ID: B6dPMWhvi8M9XkiynV

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 239 across all properties

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

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