

# Gloucester Waterfront Festival

DATE: Sunday, August 17, 2025  
LOCATION: Gloucester, Massachusetts, US

---

## Event Description

Gloucester Waterfront Festival 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:** 49/100

**Expected Attendance:** 912 people

**Event ID:** 4zEkPnYKCjqNUzMwjD

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 365 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/gloucester-waterfront-festival>

Document generated on 6/4/2026, 1:34:44 AM