

Harvest Groove Festival

DATE: Saturday, September 13, 2025
LOCATION: Wilkes-Barre, Pennsylvania, US

Event Description

Harvest Groove Festival is a premier festivals event in Wilkes-Barre. 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: 870 people

Event ID: AxNc7iZyGHep7Q5qGQ

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: 348 across all properties

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