

# Hunter Root

DATE: Thursday, December 4, 2025

LOCATION: Portland, Maine, US

## Event Description

Hunter Root is a premier concerts event in Portland. 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:** concerts

**Importance Rank:** 12/100

**Expected Attendance:** 13 people

**Event ID:** 7SMMu4unjewvcRpBiP

## Hotel Demand Indicators

**ADR Impact Index:** 2.5x 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:** 5 across all properties

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