

# Illumination NYC: New York's Premier Light Art Festival '(

DATE: Thursday, September 25, 2025  
LOCATION: New York, New York, US

## Event Description

Illumination NYC: New York's Premier Light Art Festival '( is a premier festivals event in New York. 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:** 60/100

**Expected Attendance:** 3,000 people

**Event ID:** 6C3gaUMVhxrWWKo6D8

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,200 across all properties

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