

It's a Matter of the Heart

DATE: Wednesday, August 20, 2025
LOCATION: Oak Bluffs, Massachusetts, US

Event Description

It's a Matter of the Heart is a premier conferences event in Oak Bluffs. 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: conferences

Importance Rank: 25/100

Expected Attendance: 58 people

Event ID: 9GK24nHGMeqmTvrTKZ

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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