

Labor Day Festival Concert featuring The Afters

DATE: Sunday, August 31, 2025
LOCATION: West Liberty, Ohio, US

Event Description

Labor Day Festival Concert featuring The Afters is a premier festivals event in West Liberty. 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: 40/100

Expected Attendance: 330 people

Event ID: 4JcWEowYd4QZR8hQD

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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