

Lake Street Dive with Penelope Road

DATE: Tuesday, September 2, 2025
LOCATION: Rochester, New York, US

Event Description

Lake Street Dive with Penelope Road is a premier concerts event in Rochester. 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: 48/100

Expected Attendance: 811 people

Event ID: 79KsLKMxEJEUomP3F3

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 324 across all properties

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