

Late Night at the Dino ft. Matt Scalen w/ special guest

DATE: Friday, August 15, 2025
LOCATION: Rochester, New York, US

Event Description

Late Night at the Dino ft. Matt Scalen w/special guest is a premier performing-arts 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: performing-arts

Importance Rank: 36/100

Expected Attendance: 189 people

Event ID: MHsgVZ6gyF79uWdDVj

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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