

# MAAP Equinox Experience Ride: New York City, New York

DATE: Saturday, September 27, 2025  
LOCATION: Fort Lee, New Jersey, US

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## Event Description

MAAP Equinox Experience Ride: New York City, New York is a premier community event in Fort Lee. 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:** community

**Importance Rank:** 12/100

**Expected Attendance:** 13 people

**Event ID:** 5U6v2KMuVWCMkMNvxQ

## Hotel Demand Indicators

**ADR Impact Index:** 2.5x 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:** 5 across all properties

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

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