

Marc Rizzo at Aspire Brewing

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

Event Description

Marc Rizzo at Aspire Brewing is a premier concerts event in Middletown. 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: 37/100

Expected Attendance: 235 people

Event ID: DqjLU2bKbqk4zP9J4U

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: 94 across all properties

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