

Markets @ The Root

DATE: Saturday, August 16, 2025
LOCATION: North Tonawanda, New York, US

Event Description

Markets @ The Root is a premier festivals event in North Tonawanda. 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: 47/100

Expected Attendance: 742 people

Event ID: 9R3VfP9WoRHr5NPffH

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 297 across all properties

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