

MaRS on Saturday @ Forest City Brewing

DATE: Sunday, September 14, 2025
LOCATION: Middletown, Connecticut, US

Event Description

MaRS on Saturday @ Forest City 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: 39/100

Expected Attendance: 294 people

Event ID: 8wmgq3Tic4DaqpdgCq

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 118 across all properties

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