

# Marshmallow Beach Bash Pop-up!

DATE: Saturday, August 30, 2025

LOCATION: Ligonier, Indiana, US

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## Event Description

Marshmallow Beach Bash Pop-up! is a premier festivals event in Ligonier. 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:** 52/100

**Expected Attendance:** 1,332 people

**Event ID:** 7eMAT7amoCbeW8QdM7

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 533 across all properties

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