

Martha's Vineyard Soulfest Super Day Trip, Saturday August 16th, 2025

DATE: Saturday, August 16, 2025
LOCATION: Oak Bluffs, Massachusetts, US

Event Description

Martha's Vineyard Soulfest Super Day Trip, Saturday August 16th, 2025 is a premier festivals event in Oak Bluffs. 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: 45/100
Expected Attendance: 536 people
Event ID: HhWqmWwSXJL3LkAJ6F

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 214 across all properties

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