

Michael Cera Palin, Oolong, Ogbert the Nerd, and Dear Maryanne

DATE: Friday, August 15, 2025
LOCATION: Somerville, Massachusetts, US

Event Description

Michael Cera Palin, Oolong, Ogbert the Nerd, and Dear Maryanne is a premier concerts event in Somerville. 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: 42/100
Expected Attendance: 417 people
Event ID: 9fSs6EmjpiMWZNx7Yf

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 167 across all properties

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