

Mirah & Footings at the Chocolate Church Annex

DATE: Thursday, August 14, 2025
LOCATION: Bath, Maine, US

Event Description

Mirah & Footings at the Chocolate Church Annex is a premier festivals event in Bath. 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: 40/100

Expected Attendance: 312 people

Event ID: A48ddyRJq3exg3YQvD

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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