

Molly B' Damn Days

DATE: Friday, August 15, 2025

LOCATION: Murray, Idaho, US

Event Description

Molly B' Damn Days is a premier festivals event in Murray. 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: 54/100

Expected Attendance: 1,500 people

Event ID: GujfiwQ3ZeuKh3Rz3c

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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

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<https://becircadian.com/events/molly-b-damn-days>

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