

Monmouth University - Summer Graduation

DATE: Thursday, August 21, 2025
LOCATION: West Long Branch, New Jersey, US

Event Description

Monmouth University - Summer Graduation is a premier academic event in West Long Branch. 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: academic

Importance Rank: 45/100

Expected Attendance: 582 people

Event ID: Am8iGjzFKntRrLt8gQ

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: 233 across all properties

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