

New Year's Eve Comedy at Apex Entertainment: Jason Merrill, Liam McGurk

DATE: Wednesday, December 31, 2025
LOCATION: Marlborough, Massachusetts, US

Event Description

New Year's Eve Comedy at Apex Entertainment: Jason Merrill, Liam McGurk is a premier performing-arts event in Marlborough. 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: performing-arts

Importance Rank: 38/100

Expected Attendance: 258 people

Event ID: 7XbLMRY2rk9T6wZnFF

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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