

Night Out on Main Street - August

DATE: Saturday, August 16, 2025
LOCATION: Watertown, Connecticut, US

Event Description

Night Out on Main Street - August is a premier festivals event in Watertown. 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: 61/100

Expected Attendance: 3,500 people

Event ID: huQtdrYqBXuLce7Vq6

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,400 across all properties

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