

OICMF – Open Rehearsal for Seniors

DATE: Friday, August 15, 2025
LOCATION: Eastsound, Washington, US

Event Description

OICMF – Open Rehearsal for Seniors is a premier festivals event in Eastsound. 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: 42/100

Expected Attendance: 388 people

Event ID: 7PqSZUDySFuG7Kqp4y

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 155 across all properties

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