

Open Air Market & Festival

DATE: Sunday, August 17, 2025
LOCATION: Middletown, Connecticut, US

Event Description

Open Air Market & Festival is a premier festivals event in Middletown. 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: 51/100

Expected Attendance: 1,100 people

Event ID: CHwxKgYHnLKkEBU23n

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 440 across all properties

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