

Out-FRONT! Fest. 2026 Presenting: Ian Andrew Askew; Johnnie Cruise Mercer

DATE: Saturday, January 10, 2026
LOCATION: New York, New York, US

Event Description

Out-FRONT! Fest. 2026 Presenting: Ian Andrew Askew; Johnnie Cruise Mercer is a premier festivals event in New York. 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: 32/100

Expected Attendance: 119 people

Event ID: F7wxGzaFvrt3tD62rD

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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