

Putnam County Wine & Music Fest

DATE: Saturday, August 16, 2025
LOCATION: Carmel Hamlet, New York, US

Event Description

Putnam County Wine & Music Fest is a premier festivals event in Carmel Hamlet. 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: 60/100

Expected Attendance: 3,000 people

Event ID: HYb5q9ULXbViKRar6M

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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