

RED LIGHT-Mohegan Sun's Backyard Beats Patio Music Fest! Sat August 16th 5pm Showtime!

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

Event Description

RED LIGHT-Mohegan Sun's Backyard Beats Patio Music Fest! Sat August 16th 5pm Showtime! is a premier festivals event in Montville. 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: 41/100
Expected Attendance: 335 people
Event ID: D8FhSBaezYfvur3kVc

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 134 across all properties

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