

Ride On Car Racing

DATE: Saturday, August 16, 2025
LOCATION: Riverhead, New York, US

Event Description

Ride On Car Racing is a premier festivals event in Riverhead. 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: 50/100

Expected Attendance: 962 people

Event ID: 6zcb4eCtxR8m92NP2T

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: 385 across all properties

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