

Rock Band: Seneca Jam at the Watkins Glen Italian Festival

DATE: Friday, August 15, 2025
LOCATION: Watkins Glen, New York, US

Event Description

Rock Band: Seneca Jam at the Watkins Glen Italian Festival is a premier festivals event in Watkins Glen. 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: 45/100
Expected Attendance: 591 people
Event ID: BCqYk3t5WQG4eQLBMQ

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 236 across all properties

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