

Rock the Mountain

DATE: Friday, August 15, 2025
LOCATION: Arlington Heights, Washington, US

Event Description

Rock the Mountain is a premier festivals event in Arlington Heights. 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: 44/100
Expected Attendance: 500 people
Event ID: 5zLpDHYBCfz926HLEk

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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