ROCKFEST 2025 at Pulaski Park in Palmer, Ma

DATE: Friday, August 15, 2025
LOCATION: Palmer, Massachusetts, US

Event Description

ROCKFEST 2025 at Pulaski Park in Palmer, Ma is a premier festivals event in Palmer. 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: 46/100
Expected Attendance: 643 people
Event ID: AQVYAYyr88quH8Ld9K

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 257 across all properties

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