

# Roger Mursick benefitting WIM (Friday), Poolesville Cats (Saturday)

DATE: Friday, August 15, 2025  
LOCATION: Gaithersburg, Maryland, US

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## Event Description

Roger Mursick benefitting WIM (Friday), Poolesville Cats (Saturday) is a premier performing-arts event in Gaithersburg. 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:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 148 people

**Event ID:** CWCp4Aw4RAZCyk4wQB

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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

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