

Roger Tory Peterson Institute "Bird Day Bash Music Festival"

DATE: Saturday, August 23, 2025
LOCATION: Jamestown, New York, US

Event Description

Roger Tory Peterson Institute "Bird Day Bash Music Festival" is a premier expos event in Jamestown. 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: expos

Importance Rank: 37/100

Expected Attendance: 218 people

Event ID: 975NgBW5Ef3tNzUxMB

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 87 across all properties

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