

Route 20 Bar and Grille presents Rick V of the Storytellers

DATE: Thursday, August 14, 2025
LOCATION: Wilbraham, Massachusetts, US

Event Description

Route 20 Bar and Grille presents Rick V of the Storytellers is a premier performing-arts event in Wilbraham. 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: 32/100
Expected Attendance: 123 people
Event ID: Bn2tNf8tedhnTjq4L

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 49 across all properties

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