

Schuyler County Italian American Festival Parade

DATE: Saturday, August 16, 2025
LOCATION: Watkins Glen, New York, US

Event Description

Schuyler County Italian American Festival Parade is a premier festivals event in Watkins Glen. 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: 638 people

Event ID: 4va5ks9G6FY75SFnox

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: 255 across all properties

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