

SCNA Summer Movie Series

DATE: Wednesday, August 13, 2025
LOCATION: Lowell, Massachusetts, US

Event Description

SCNA Summer Movie Series is a premier performing-arts event in Lowell. 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: 37/100
Expected Attendance: 235 people
Event ID: F7K8MEmrMYhDHF4Nwt

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: 94 across all properties

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

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