

SIPS COOLER FEST featuring VALIANT <BRING YOUR OWN BOTTLES! COOLERS ALLOWED!

DATE: Saturday, August 23, 2025
LOCATION: Mount Vernon, New York, US

Event Description

SIPS COOLER FEST featuring VALIANT <BRING YOUR OWN BOTTLES! COOLERS ALLOWED! is a premier festivals event in Mount Vernon. 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: 42/100

Expected Attendance: 384 people

Event ID: DoUAVmaGE9vAUvhUJg

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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