

# Sourland Mountain Festival

DATE: Saturday, August 16, 2025  
LOCATION: East Amwell Township, New Jersey, US

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## Event Description

Sourland Mountain Festival is a premier festivals event in East Amwell Township. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** WPsNamyS3nc9y9Y7ip

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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