

# Sri Krishna Janmastami at ISKCON of New Jersey (Towaco Temple)

DATE: Saturday, August 16, 2025  
LOCATION: Montville, New Jersey, US

## Event Description

Sri Krishna Janmastami at ISKCON of New Jersey (Towaco Temple) is a premier festivals event in Montville. 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:** 614 people

**Event ID:** GCjsXCtTBxuL2bYv3T

## 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:** 246 across all properties

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