

St. Demetrios 48th Annual Greek Festival

DATE: Thursday, September 4, 2025

LOCATION: Union, New Jersey, US

Event Description

St. Demetrios 48th Annual Greek Festival is a premier festivals event in Union. 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: 52/100

Expected Attendance: 1,201 people

Event ID: Hr3aX5inPYVTECCNYR

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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