

St.Philips Summer Festival of Fun!

DATE: Wednesday, August 20, 2025
LOCATION: Saddle Brook, New Jersey, US

Event Description

St.Philips Summer Festival of Fun! is a premier festivals event in Saddle Brook. 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: 40/100

Expected Attendance: 309 people

Event ID: HDtaewiPiqL2uwmpvS

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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

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