

Summer Marketplace & Concerts in the Park

DATE: Thursday, June 26, 2025
LOCATION: Little Falls Township, New Jersey, US

Event Description

Summer Marketplace & Concerts in the Park is a premier festivals event in Little Falls 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: 44/100
Expected Attendance: 500 people
Event ID: HvFPnQrHPnLp3BSY4

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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