

Summer Of Sound Music Festival

DATE: Saturday, August 16, 2025
LOCATION: Niagara Falls, New York, US

Event Description

Summer Of Sound Music Festival is a premier festivals event in Niagara Falls. 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: 45/100

Expected Attendance: 579 people

Event ID: FCDBxZZ5E84xAR4kVv

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 232 across all properties

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