

Summer Show

DATE: Thursday, August 14, 2025
LOCATION: New Haven, Indiana, US

Event Description

Summer Show is a premier festivals event in New Haven. 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: 58/100

Expected Attendance: 2,584 people

Event ID: H9onnhilHexGya3ZaB

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,034 across all properties

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