

Sunflower Festival & Farm Day

DATE: Sunday, August 17, 2025
LOCATION: Amsterdam, New York, US

Event Description

Sunflower Festival & Farm Day is a premier festivals event in Amsterdam. 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: 540 people

Event ID: 5W7Mtj3ApX3XHCBdV6

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: 216 across all properties

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

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<https://becircadian.com/events/sunflower-festival-farm-day>

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