

Sunflower Festival Second Weekend

DATE: Saturday, August 16, 2025
LOCATION: Phillipston, Massachusetts, US

Event Description

Sunflower Festival Second Weekend is a premier festivals event in Phillipston. 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: 61/100

Expected Attendance: 3,359 people

Event ID: DpfFu835gKVfHMeUHC

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,344 across all properties

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

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