

Sunflower Festival: Sunflowers, Zinnias, Wildflowers, Live Music & Farm Fun!

DATE: Saturday, August 16, 2025
LOCATION: Schaghticoke, New York, US

Event Description

Sunflower Festival: Sunflowers, Zinnias, Wildflowers, Live Music & Farm Fun! is a premier festivals event in Schaghticoke. 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: 52/100

Expected Attendance: 1,202 people

Event ID: D7rHQW2reyHcFpi2h7

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 481 across all properties

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