

The Bushel Brothers at Rising Storm @ The Mill

DATE: Thursday, August 14, 2025
LOCATION: Rochester, New York, US

Event Description

The Bushel Brothers at Rising Storm @ The Mill is a premier performing-arts event in Rochester. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: Cjx5ULn6Tq3jsUie6V

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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

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Document generated on 6/4/2026, 8:46:03 AM