

The Devillies @ BP Heron Center at Birch Bay State Park featuring Instrument Petting Zoo!

DATE: Friday, August 15, 2025
LOCATION: Blaine, Washington, US

Event Description

The Devillies @ BP Heron Center at Birch Bay State Park featuring Instrument Petting Zoo! is a premier concerts event in Blaine. 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: concerts

Importance Rank: 27/100

Expected Attendance: 67 people

Event ID: 6cryCguQRVgnWz26Go

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 27 across all properties

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