

The Edwards Twins

DATE: Monday, August 25, 2025
LOCATION: Beach Haven, New Jersey, US

Event Description

The Edwards Twins is a premier concerts event in Beach Haven. 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: 51/100

Expected Attendance: 1,175 people

Event ID: GDfdx64q5qtixAzz6w

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 470 across all properties

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