

# The Farmer & the Shark (Screening and Q&A)

DATE: Thursday, August 21, 2025  
LOCATION: Westerly, Rhode Island, US

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## Event Description

The Farmer & the Shark (Screening and Q&A) is a premier festivals event in Westerly. 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:** 46/100

**Expected Attendance:** 619 people

**Event ID:** 4PhZGNrQxKUHAQZqWE

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 248 across all properties

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

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