

The Inaugural AFOB Gala 2025 – Celebrating 15 Years of Cultural Impact

DATE: Friday, August 15, 2025
LOCATION: Cambridge, Massachusetts, US

Event Description

The Inaugural AFOB Gala 2025 – Celebrating 15 Years of Cultural Impact is a premier performing-arts event in Cambridge. 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: 43/100

Expected Attendance: 468 people

Event ID: 5MC7arCE96WxCMQUQj

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 187 across all properties

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