

This Music Presents: Tomatillo and Salem June

DATE: Wednesday, August 13, 2025
LOCATION: Medford, Massachusetts, US

Event Description

This Music Presents: Tomatillo and Salem June is a premier performing-arts event in Medford. 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: 35/100

Expected Attendance: 170 people

Event ID: 3gv4PCJdqcrmx2geC8

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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