

Wax, The Palmer Squares, and Robscure

DATE: Friday, August 15, 2025
LOCATION: South Burlington, Vermont, US

Event Description

Wax, The Palmer Squares, and Robscure is a premier concerts event in South Burlington. 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: 42/100

Expected Attendance: 420 people

Event ID: 5Rr6DyUaufkZXPwDu8

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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