

Wicked Biscuit LIVE at Pine Lake RV Resort and Cottages

DATE: Saturday, August 23, 2025
LOCATION: Sturbridge, Massachusetts, US

Event Description

Wicked Biscuit LIVE at Pine Lake RV Resort and Cottages is a premier concerts event in Sturbridge. 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: 36/100

Expected Attendance: 191 people

Event ID: 5LyTRJY3Zn4W4fhKHt

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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