

Winter Solstice Meditation in Salt Cave-Qi Gong, Sound Healing, & Essences

DATE: Saturday, December 20, 2025
LOCATION: Durham, Connecticut, US

Event Description

Winter Solstice Meditation in Salt Cave-Qi Gong, Sound Healing, & Essences is a premier community event in Durham. 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: community

Importance Rank: 16/100

Expected Attendance: 20 people

Event ID: Fr3HKUn7XLmEfWg8sH

Hotel Demand Indicators

ADR Impact Index: 2.9x 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: 8 across all properties

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