

2025 Mtn. Hort Field Day

DATE: Thursday, August 14, 2025
LOCATION: Mills River, North Carolina, US

Event Description

2025 Mtn. Hort Field Day is a premier conferences event in Mills River. 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: conferences

Importance Rank: 37/100

Expected Attendance: 231 people

Event ID: FiXqMQUjeJPSisBEyM

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: 92 across all properties

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