

2025 Scotts Valley Art, Wine & Beer Festival (Dog Day Sunday)

DATE: Sunday, August 17, 2025
LOCATION: Scotts Valley, California, US

Event Description

2025 Scotts Valley Art, Wine & Beer Festival (Dog Day Sunday) is a premier festivals event in Scotts Valley. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,137 people

Event ID: HvWBF9RNYUjAjkWw7Q

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 455 across all properties

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