

20th Annual Artists Paint OC Festival

DATE: Wednesday, August 13, 2025
LOCATION: Ocean City, Maryland, US

Event Description

20th Annual Artists Paint OC Festival is a premier festivals event in Ocean City. 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: 55/100

Expected Attendance: 1,789 people

Event ID: C3MXXKwuiMvEjPNLRj

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 716 across all properties

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