

3rd Annual Tree Lighting Festival at Pocahontas Park in Downtown Vero Beach!

DATE: Saturday, November 22, 2025
LOCATION: Vero Beach, Florida, US

Event Description

3rd Annual Tree Lighting Festival at Pocahontas Park in Downtown Vero Beach! is a premier performing-arts event in Vero Beach. 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: performing-arts
Importance Rank: 40/100
Expected Attendance: 333 people
Event ID: 3SmEFyWY3zxSDnKSdo

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 133 across all properties

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