

# Advent at St.James!

DATE: Wednesday, December 3, 2025  
LOCATION: Greenfield, Indiana, US

---

## Event Description

Advent at St.James! is a premier community event in Greenfield. 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:** 14/100  
**Expected Attendance:** 16 people  
**Event ID:** GD9KNJZMXrDCXPdxDr

## Hotel Demand Indicators

**ADR Impact Index:** 2.7x 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:** 6 across all properties

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

---