

# Alpharetta Moonlight Market - September

DATE: Friday, September 5, 2025

LOCATION: Milton, Georgia, US

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## Event Description

Alpharetta Moonlight Market - September is a premier festivals event in Milton. 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:** 57/100

**Expected Attendance:** 2,171 people

**Event ID:** EA7vD92gWjjF7i25qm

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 868 across all properties

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