

An Old Fashioned Christmas Craft Show

DATE: Saturday, December 6, 2025
LOCATION: Newmarket, Ontario, CA

Event Description

An Old Fashioned Christmas Craft Show is a premier festivals event in Newmarket. 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: 56/100
Expected Attendance: 2,000 people
Event ID: AHkRexmWJ86PK8yv7x

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: 800 across all properties

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