

# Artisan Market on the Arroyo Grande Mesa, Lakeside at FitForever Gym

DATE: Saturday, August 23, 2025  
LOCATION: Arroyo Grande, California, US

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## Event Description

Artisan Market on the Arroyo Grande Mesa, Lakeside at FitForever Gym is a premier expos event in Arroyo Grande. 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:** expos  
**Importance Rank:** 58/100  
**Expected Attendance:** 2,424 people  
**Event ID:** 8CMpiW2Zm4dZyxXEWs

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 970 across all properties

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

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