

# Autumn Art & Craft Show

DATE: Saturday, October 25, 2025

LOCATION: Helena, Montana, US

## Event Description

Autumn Art & Craft Show is a premier festivals event in Helena. 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:** HDgmnHojUdg4ENYfkm

## 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.*

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<https://becircadian.com/events/autumn-art-craft-show>

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