

Back to School Bash at Ciders From Mars!

DATE: Saturday, August 16, 2025
LOCATION: Staunton, Virginia, US

Event Description

Back to School Bash at Ciders From Mars! is a premier expos event in Staunton. 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: 45/100

Expected Attendance: 569 people

Event ID: 4mz3WB8gJpPh7u8LxK

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 228 across all properties

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