

# Berwyn Shops: A Weekend Market Experience

DATE: Friday, August 15, 2025  
LOCATION: Berwyn, Illinois, US

## Event Description

Berwyn Shops: A Weekend Market Experience is a premier festivals event in Berwyn. 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:** 46/100

**Expected Attendance:** 597 people

**Event ID:** EtEj4fDocWvk6kAGXa

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 239 across all properties

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