

Cape Ann Makers Market Sip and Shop at Cruiseport Gloucester

DATE: Saturday, November 29, 2025
LOCATION: Gloucester, Massachusetts, US

Event Description

Cape Ann Makers Market Sip and Shop at Cruiseport Gloucester is a premier expos event in Gloucester. 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: 48/100
Expected Attendance: 820 people
Event ID: HTWeZuPNuMSn3L2Qg5

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 328 across all properties

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