

Cruise to Native Brews + Mountain Cruise

DATE: Thursday, August 14, 2025
LOCATION: Maggie Valley, North Carolina, US

Event Description

Cruise to Native Brews + Mountain Cruise is a premier festivals event in Maggie Valley. 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: 45/100

Expected Attendance: 540 people

Event ID: 3g8x4S2TiXkHCrX2MZ

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: 216 across all properties

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