

# FairyTale Village-- January 2 - 4, 2026/ Winter Event (Last 3 days!)

DATE: Friday, January 2, 2026  
LOCATION: Alpharetta, Georgia, US

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## Event Description

FairyTale Village-- January 2 - 4, 2026/Winter Event (Last 3 days!) is a premier conferences event in Alpharetta. 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:** conferences

**Importance Rank:** 25/100

**Expected Attendance:** 54 people

**Event ID:** AmYadZnMESEwJdPW3E

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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

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