

Fall Fest at The Central Roller Mills

DATE: Saturday, October 18, 2025
LOCATION: Central, South Carolina, US

Event Description

Fall Fest at The Central Roller Mills is a premier festivals event in Central. 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: 42/100

Expected Attendance: 398 people

Event ID: EZ3cLzzDUE6BVAVbyo

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 159 across all properties

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