

Fall Festival Planning Committee

DATE: Sunday, August 17, 2025
LOCATION: Carbondale, Illinois, US

Event Description

Fall Festival Planning Committee is a premier festivals event in Carbondale. 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: 47/100

Expected Attendance: 683 people

Event ID: 8s2dC8PpfEKt7RqXn

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 273 across all properties

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