

# Fall Harvest Festival at the Riverview Farmers Market

DATE: Saturday, September 27, 2025  
LOCATION: Jersey City, New Jersey, US

## Event Description

Fall Harvest Festival at the Riverview Farmers Market is a premier festivals event in Jersey City. 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:** 56/100

**Expected Attendance:** 2,080 people

**Event ID:** 7mSKUobEKnz4tPZeZT

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 832 across all properties

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