

Festival Park Farmers Market

DATE: Sunday, August 17, 2025
LOCATION: Castle Rock, Colorado, US

Event Description

Festival Park Farmers Market is a premier festivals event in Castle Rock. 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: 51/100

Expected Attendance: 1,127 people

Event ID: FzjzwgeSRkHmJm5j2E

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 451 across all properties

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

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