

Firefly Fall Market - Denver

DATE: Saturday, September 6, 2025

LOCATION: Denver, Colorado, US

Event Description

Firefly Fall Market - Denver is a premier festivals event in Denver. 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: 61/100

Expected Attendance: 3,523 people

Event ID: 58UoZhjESbxK8u3Esk

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,409 across all properties

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