

Fishhook ROCKS the Scotts Valley Art & Wine Festival on Saturday, August 16th!

DATE: Saturday, August 16, 2025
LOCATION: Scotts Valley, California, US

Event Description

Fishhook ROCKS the Scotts Valley Art & Wine Festival on Saturday, August 16th! is a premier festivals event in Scotts Valley. 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: 38/100
Expected Attendance: 265 people
Event ID: 4wELHuvcaf7fT5utgx

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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