

Folk and Flame Art & Music Fest

DATE: Sunday, August 24, 2025
LOCATION: Mount Airy, North Carolina, US

Event Description

Folk and Flame Art & Music Fest is a premier festivals event in Mount Airy. 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: 50/100

Expected Attendance: 1,054 people

Event ID: 9QMdzJc9jQdxB9Neco

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: 422 across all properties

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