

# Freedom's Light Festival

DATE: Thursday, September 18, 2025

LOCATION: Bountiful, Utah, US

## Event Description

Freedom's Light Festival is a premier festivals event in Bountiful. 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:** 54/100

**Expected Attendance:** 1,608 people

**Event ID:** GDdzwsdpMRnxBcGMuz

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 643 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/freedoms-light-festival>

Document generated on 6/4/2026, 3:05:51 AM