

# Fridays at the Farm

DATE: Friday, August 15, 2025  
LOCATION: Montrose, Colorado, US

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## Event Description

Fridays at the Farm is a premier festivals event in Montrose. 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:** 48/100

**Expected Attendance:** 802 people

**Event ID:** 5mnriMDC6uRwHdgfLf

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 321 across all properties

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

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