

# Friends of Shawnee Town Craft Fair

DATE: Saturday, September 20, 2025

LOCATION: Shawnee, Kansas, US

## Event Description

Friends of Shawnee Town Craft Fair is a premier festivals event in Shawnee. 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:** 3,500 people

**Event ID:** HS5ggYUBuJ3pULNjmM

## 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:** 1,400 across all properties

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