

Fuquay-Varina Growers Market - August

DATE: Saturday, August 2, 2025
LOCATION: Fuquay-Varina, North Carolina, US

Event Description

Fuquay-Varina Growers Market - August is a premier festivals event in Fuquay-Varina. 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: 58/100

Expected Attendance: 2,474 people

Event ID: CHT3M9gxXCASuF69hA

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 990 across all properties

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

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