

Garden of Lights

DATE: Sunday, November 23, 2025
LOCATION: Wheaton-Glenmont, Maryland, US

Event Description

Garden of Lights is a premier community event in Wheaton-Glenmont. 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: community

Importance Rank: 36/100

Expected Attendance: 192 people

Event ID: 6wpmmRUzA3TXXiuv9S

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 77 across all properties

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