

Harvest Fest Craft Show

DATE: Friday, August 22, 2025
LOCATION: Mount Zion, Illinois, US

Event Description

Harvest Fest Craft Show is a premier festivals event in Mount Zion. 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: 1,500 people

Event ID: Coy3M3k54H5BcnbRSw

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: 600 across all properties

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