

Hayward Farmers Market - August

DATE: Saturday, August 2, 2025
LOCATION: Hayward, California, US

Event Description

Hayward Farmers Market - August is a premier festivals event in Hayward. 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: 60/100

Expected Attendance: 3,000 people

Event ID: 56nd8CzNFSZS8PEesH

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/hayward-farmers-market-august>

Document generated on 6/4/2026, 5:46:50 AM