

# Holiday Craft Fair & Expo

DATE: Friday, December 19, 2025

LOCATION: Lander, Wyoming, US

## Event Description

Holiday Craft Fair & Expo is a premier festivals event in Lander. 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:** 57/100

**Expected Attendance:** 2,158 people

**Event ID:** 4sFYqqAUsoBLjYqKyc

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 863 across all properties

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

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<https://becircadian.com/events/holiday-craft-fair-expo>

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