

# Italian Festival After Party: Free Wine Sampling

DATE: Saturday, August 16, 2025  
LOCATION: Huntington, West Virginia, US

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## Event Description

Italian Festival After Party: Free Wine Sampling is a premier festivals event in Huntington. 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:** 40/100

**Expected Attendance:** 317 people

**Event ID:** 3kSzb7H4ypeLP9hr8d

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 127 across all properties

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

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