

Late Bloomer

DATE: Saturday, August 16, 2025
LOCATION: Oxford, North Carolina, US

Event Description

Late Bloomer is a premier festivals event in Oxford. 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: 2,331 people

Event ID: yBttP4Z38Kms6JhJox

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: 932 across all properties

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