

Local Art Fair—shop and support our local arts and crafters!

DATE: Saturday, August 16, 2025
LOCATION: Gorham, New Hampshire, US

Event Description

Local Art Fair—shop and support our local arts and crafters! is a premier festivals event in Gorham. 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: 49/100

Expected Attendance: 849 people

Event ID: F4Qf4VBwVUAmjFyJGv

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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