

Makers Market @ The Foundry & Basic City Beer In Waynesboro

DATE: Saturday, August 16, 2025
LOCATION: Waynesboro, Virginia, US

Event Description

Makers Market @ The Foundry & Basic City Beer In Waynesboro is a premier festivals event in Waynesboro. 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: 39/100
Expected Attendance: 268 people
Event ID: F2W94optZKepsK4ubd

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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