

MAKERS MARKET's™ Local Artist Fair @ Mill Valley Lumber Yard

DATE: Saturday, August 16, 2025
LOCATION: Mill Valley, California, US

Event Description

MAKERS MARKET's™ Local Artist Fair @ Mill Valley Lumber Yard is a premier festivals event in Mill Valley. 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: 42/100

Expected Attendance: 390 people

Event ID: 49dzaR7VpCqE2cwpPT

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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

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Document generated on 6/4/2026, 8:45:22 AM