

MAKERS MARKET's™ Local Artist Street Fair @ Santana Row

DATE: Saturday, October 11, 2025
LOCATION: San Jose, California, US

Event Description

MAKERS MARKET's™ Local Artist Street Fair @ Santana Row is a premier festivals event in San Jose. 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: 326 people

Event ID: EtBMViBWooR5m2iyYh

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: 130 across all properties

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