

MCSO Annual Craft & Vendor Fair

DATE: Saturday, November 15, 2025

LOCATION: Utica, New York, US

Event Description

MCSO Annual Craft & Vendor Fair is a premier festivals event in Utica. 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: 47/100

Expected Attendance: 733 people

Event ID: DwgrGCHgB4E6jwsa8z

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 293 across all properties

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