

Mercado di Rosso (Rosso craft market)

DATE: Saturday, August 16, 2025
LOCATION: Longwood, Florida, US

Event Description

Mercado di Rosso (Rosso craft market) is a premier expos event in Longwood. 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: expos

Importance Rank: 40/100

Expected Attendance: 319 people

Event ID: 65k7w3n9wHCvHWmbfm

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: 128 across all properties

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