

# Middletown Fall Fun Fest

DATE: Saturday, September 20, 2025

LOCATION: Middletown, Indiana, US

## Event Description

Middletown Fall Fun Fest is a premier festivals event in Middletown. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** ExUF3MYjNoFPtCcp5n

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/middletown-fall-fun-fest>

Document generated on 6/3/2026, 9:52:48 PM