

Millie's Treats at Lane's Fall Farm Festival

DATE: Saturday, October 18, 2025
LOCATION: Fort Valley, Georgia, US

Event Description

Millie's Treats at Lane's Fall Farm Festival is a premier festivals event in Fort 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: 41/100

Expected Attendance: 373 people

Event ID: BsBrXnzsSMJ9o7yvM4

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 149 across all properties

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