

# Night Market by FWFWF

DATE: Thursday, November 13, 2025

LOCATION: Fort Worth, Texas, US

## Event Description

Night Market by FWFWF is a premier festivals event in Fort Worth. 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:** 29/100

**Expected Attendance:** 89 people

**Event ID:** Gf4yrLJ4niP7Zpo8Cc

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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