

Old Mill Event Center Vendor Fair

DATE: Friday, August 15, 2025
LOCATION: Yankton, South Dakota, US

Event Description

Old Mill Event Center Vendor Fair is a premier festivals event in Yankton. 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: 46/100

Expected Attendance: 634 people

Event ID: HqHYvC6d3EHs4V2JAc

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 254 across all properties

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