

Omni Austin's 4th Annual Holiday Market '(

DATE: Thursday, December 11, 2025

LOCATION: Austin, Texas, US

Event Description

Omni Austin's 4th Annual Holiday Market '(is a premier festivals event in Austin. 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: 38/100

Expected Attendance: 245 people

Event ID: E3cZ52s4e46qugMQKh

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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