

Ooh La La Curiosity Market - October

DATE: Sunday, October 5, 2025
LOCATION: Asheville, North Carolina, US

Event Description

Ooh La La Curiosity Market - October is a premier festivals event in Asheville. 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: 60/100

Expected Attendance: 3,033 people

Event ID: Ec3V5ohghjjVzWoKyZ

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,213 across all properties

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

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