

Paint It Fresh! The Fort Wayne Plein Air Competition and Sale

DATE: Thursday, August 21, 2025
LOCATION: Fort Wayne, Indiana, US

Event Description

Paint It Fresh! The Fort Wayne Plein Air Competition and Sale is a premier festivals event in Fort Wayne. 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: 49/100

Expected Attendance: 905 people

Event ID: AmeKFQNFJw3ssb23TP

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 362 across all properties

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