

# Paint Madison County: A Plein Air Festival

DATE: Sunday, September 21, 2025

LOCATION: Winterset, Iowa, US

## Event Description

Paint Madison County: A Plein Air Festival is a premier festivals event in Winterset. 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:** 50/100

**Expected Attendance:** 951 people

**Event ID:** BV45MqMS33PU2qCCiX

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 380 across all properties

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