

# Piedmont Craftsmen Fair

DATE: Friday, November 21, 2025  
LOCATION: Winston-Salem, North Carolina, US

---

## Event Description

Piedmont Craftsmen Fair is a premier festivals event in Winston-Salem. 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:** 61/100

**Expected Attendance:** 3,500 people

**Event ID:** 78tAErY2gKC82A4kTp

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,400 across all properties

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

---