

Promenade Craft Show August

DATE: Saturday, August 16, 2025
LOCATION: Cape May, New Jersey, US

Event Description

Promenade Craft Show August is a premier festivals event in Cape May. 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: 55/100

Expected Attendance: 1,821 people

Event ID: Aq5opp7Er8FubvR3VS

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 728 across all properties

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

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