

# Salem Covenant Church Arts and Crafts Fair

DATE: Saturday, November 1, 2025  
LOCATION: New Brighton, Minnesota, US

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## Event Description

Salem Covenant Church Arts and Crafts Fair is a premier festivals event in New Brighton. 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:** 54/100  
**Expected Attendance:** 1,500 people  
**Event ID:** CSVCPqYFKB3Vbr8UiZ

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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

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