

Shop & Sip Event

DATE: Sunday, August 24, 2025
LOCATION: Mount Airy, Maryland, US

Event Description

Shop & Sip Event is a premier expos event in Mount Airy. 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: expos

Importance Rank: 44/100

Expected Attendance: 498 people

Event ID: 3jt7BV8zfCoUBX9jNF

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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