

SJI Cares at the County Fair - SJICF Matching Grant Campaign

DATE: Thursday, August 14, 2025
LOCATION: Friday Harbor, Washington, US

Event Description

SJI Cares at the County Fair - SJICF Matching Grant Campaign is a premier expos event in Friday Harbor. 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: 62/100

Expected Attendance: 4,171 people

Event ID: 3EnjUCfHKGKe84JaBr

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,668 across all properties

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

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