

South Orange Farmers Market

DATE: Wednesday, August 27, 2025
LOCATION: South Orange Village, New Jersey, US

Event Description

South Orange Farmers Market is a premier expos event in South Orange Village. 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: 36/100

Expected Attendance: 202 people

Event ID: frB9MVyxVB7puudPz

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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

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Document generated on 6/4/2026, 5:33:47 AM