

Stone Mountain Village Pop-Up Market

DATE: Saturday, August 16, 2025
LOCATION: Stone Mountain, Georgia, US

Event Description

Stone Mountain Village Pop-Up Market is a premier festivals event in Stone Mountain. 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: 40/100

Expected Attendance: 318 people

Event ID: E9cvWcA9RK8Tu8Bcma

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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

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