

The 21st Annual Watermelon Pickers' Fest

DATE: Thursday, September 4, 2025

LOCATION: Berryville, Virginia, US

Event Description

The 21st Annual Watermelon Pickers' Fest is a premier festivals event in Berryville. 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: 51/100

Expected Attendance: 1,080 people

Event ID: 4oCw6e3SJW8J6ADyrC

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 432 across all properties

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