

The fall market is Heating Up! Come celebrate with mocktails & lemonade!

DATE: Thursday, August 14, 2025
LOCATION: Mount Holly, North Carolina, US

Event Description

The fall market is Heating Up! Come celebrate with mocktails & lemonade! is a premier community event in Mount Holly. 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: community

Importance Rank: 30/100

Expected Attendance: 103 people

Event ID: 9SM9JMKRHudSjEUYkv

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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