

The Second Sunday Market

DATE: Sunday, October 12, 2025
LOCATION: Saratoga Springs, New York, US

Event Description

The Second Sunday Market is a premier festivals event in Saratoga Springs. 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: 320 people

Event ID: F6PoE3j4CikSkPhhRh

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: 128 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/the-second-sunday-market>

Document generated on 6/3/2026, 10:28:22 PM