

# Truman Waterfront Market - October

DATE: Thursday, October 2, 2025  
LOCATION: Key West, Florida, US

---

## Event Description

Truman Waterfront Market - October is a premier festivals event in Key West. 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:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** FNjSwqP98xspDtNDep

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 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/truman-waterfront-market-october>

Document generated on 6/4/2026, 5:31:13 AM