

Urbana Indoor Art & Craft Show

DATE: Saturday, October 25, 2025
LOCATION: Ballenger Creek, Maryland, US

Event Description

Urbana Indoor Art & Craft Show is a premier festivals event in Ballenger Creek. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 3ZANP2UNyUut8Z6igu

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: 400 across all properties

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

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