

Watercolor Carson City – Plein Air Festival | August 19th thru 24th 2025

DATE: Tuesday, August 19, 2025
LOCATION: Carson City, Nevada, US

Event Description

Watercolor Carson City – Plein Air Festival | August 19th thru 24th 2025 is a premier festivals event in Carson City. 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: 43/100

Expected Attendance: 435 people

Event ID: AokQ72JL7EHYCE57f6

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 174 across all properties

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

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<https://becircadian.com/events/watercolor-carson-city-plein-air-festival-august-19th-thru-24th-2025>

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