

Williams Bay Cultural Arts Alliance 2nd Annual Holiday Arts and Craft Fair

DATE: Saturday, November 1, 2025
LOCATION: Williams Bay, Wisconsin, US

Event Description

Williams Bay Cultural Arts Alliance 2nd Annual Holiday Arts and Craft Fair is a premier festivals event in Williams Bay. 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: 45/100

Expected Attendance: 572 people

Event ID: Cz8JWBt6RDgN7aKiMH

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 229 across all properties

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