

Winter Frenzy Holiday and Craft show (Vendors sign up on webpage)

DATE: Saturday, December 6, 2025
LOCATION: Aurora, Colorado, US

Event Description

Winter Frenzy Holiday and Craft show (Vendors sign up on webpage) is a premier expos event in Aurora. 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: expos

Importance Rank: 54/100

Expected Attendance: 1,500 people

Event ID: 3K3t6BeQR5xg8o9d7M

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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