

Winter Haven Summer Farmers Market - August

DATE: Saturday, August 2, 2025
LOCATION: Winter Haven, Florida, US

Event Description

Winter Haven Summer Farmers Market - August is a premier festivals event in Winter Haven. 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: 61/100
Expected Attendance: 3,369 people
Event ID: 8chbDyUHVrUWzEMFVq

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,348 across all properties

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