

5th Annual Home Brew Contest

DATE: Saturday, August 16, 2025
LOCATION: Excelsior Springs, Missouri, US

Event Description

5th Annual Home Brew Contest is a premier festivals event in Excelsior Springs. 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: 49/100

Expected Attendance: 870 people

Event ID: 4yR8Th2eLg3FKPGPbt

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 348 across all properties

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