

# Alma Beer Festival

DATE: Saturday, September 20, 2025  
LOCATION: Alma, New Brunswick, CA

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## Event Description

Alma Beer Festival is a premier festivals event in Alma. 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:** 46/100

**Expected Attendance:** 651 people

**Event ID:** AbRjRpMBPENbVm7GhF

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 260 across all properties

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

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