

# B2B Brews

DATE: Monday, October 27, 2025  
LOCATION: Mackay, Queensland, AU

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## Event Description

B2B Brews is a premier community event in Mackay. 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:** community

**Importance Rank:** 25/100

**Expected Attendance:** 54 people

**Event ID:** 3BMN43ocHw7yb6jv63

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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