

Benny Brewing Co. Harvest Fest

DATE: Saturday, October 25, 2025
LOCATION: Wilkes-Barre, Pennsylvania, US

Event Description

Benny Brewing Co. Harvest Fest is a premier festivals event in Wilkes-Barre. 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: 605 people

Event ID: 5RvaK7BxqA5G84gkV6

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: 242 across all properties

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

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Document generated on 6/4/2026, 2:27:41 AM