

# Endless Summer Cocktail Festival

DATE: Thursday, August 21, 2025

LOCATION: Eugene, Oregon, US

## Event Description

Endless Summer Cocktail Festival is a premier festivals event in Eugene. 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:** 906 people

**Event ID:** CBAF5Ho69Vp5nkv4mU

## 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:** 362 across all properties

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