

Lobster Luau at Cisco Brewers New Bedford!

DATE: Wednesday, August 13, 2025
LOCATION: New Bedford, Massachusetts, US

Event Description

Lobster Luau at Cisco Brewers New Bedford! is a premier festivals event in New Bedford. 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: 48/100

Expected Attendance: 757 people

Event ID: 5RrJcJm4fKAnhU4DGQ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 303 across all properties

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