

# Lúpulo Brew Fest: IPA Block Party 2025

DATE: Saturday, August 16, 2025  
LOCATION: Martinez, California, US

## Event Description

Lúpulo Brew Fest: IPA Block Party 2025 is a premier festivals event in Martinez. 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:** 47/100

**Expected Attendance:** 689 people

**Event ID:** CPvzXYGf3F7e9Rqj6g

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 276 across all properties

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