

Mountain Country with Jim Fish @ Utah Beerfest

DATE: Sunday, August 17, 2025
LOCATION: Salt Lake City, Utah, US

Event Description

Mountain Country with Jim Fish @ Utah Beerfest is a premier festivals event in Salt Lake City. 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: 44/100

Expected Attendance: 490 people

Event ID: 3xccVppukub8T2CZrX

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 196 across all properties

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