

No Beer Beer Fest – Cider & Mead Festival

DATE: Saturday, October 18, 2025
LOCATION: Manassas, Virginia, US

Event Description

No Beer Beer Fest – Cider & Mead Festival is a premier festivals event in Manassas. 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: 934 people

Event ID: C4yyxGgTUdi8wroaPB

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: 374 across all properties

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