

Northern Rivers Brewers Festival

DATE: Friday, August 22, 2025
LOCATION: Townsend, New South Wales, AU

Event Description

Northern Rivers Brewers Festival is a premier festivals event in Townsend. 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: 935 people

Event ID: 6E5caMmXCvdHjkTon3

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.

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