

OKTOBERFEST CRAFT&LOCAL BEER

DATE: Saturday, September 20, 2025

LOCATION: Lethbridge, Alberta, CA

Event Description

OKTOBERFEST CRAFT&LOCAL BEER is a premier festivals event in Lethbridge. 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: 782 people

Event ID: FnETmBbNbAzblVzzb6

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: 313 across all properties

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