

Project Brew - Winter 2025

DATE: Friday, December 5, 2025
LOCATION: Niagara-on-the-Lake, Ontario, CA

Event Description

Project Brew - Winter 2025 is a premier festivals event in Niagara-on-the-Lake. 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: 41/100

Expected Attendance: 372 people

Event ID: FdGSG8rKK7WRQWfe7A

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 149 across all properties

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