

Purbrook Summer Beer Fest

DATE: Saturday, August 30, 2025
LOCATION: Purbrook, England, GB

Event Description

Purbrook Summer Beer Fest is a premier festivals event in Purbrook. 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: 50/100

Expected Attendance: 969 people

Event ID: DtUCf3ihXrFV2B6L6a

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 388 across all properties

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