

South Shore Oktoberfest Craft Beer Market

DATE: Saturday, September 27, 2025
LOCATION: Lunenburg, Nova Scotia, CA

Event Description

South Shore Oktoberfest Craft Beer Market is a premier festivals event in Lunenburg. 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: 350 people

Event ID: X5LXEE7wDDcMFCe4nY

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: 140 across all properties

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