

# Taps & Tunes Brewfest

DATE: Saturday, September 20, 2025

LOCATION: Albertville, Alabama, US

## Event Description

Taps & Tunes Brewfest is a premier festivals event in Albertville. 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:** 1,000 people

**Event ID:** 3xqzbLMNjyP9ArE9RN

## 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:** 400 across all properties

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

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<https://becircadian.com/events/taps-tunes-brewfest>

Document generated on 6/3/2026, 8:49:16 PM