

VIRGINIA BOURBON and BEER FESTIVAL

DATE: Saturday, August 16, 2025
LOCATION: Fredericksburg, Virginia, US

Event Description

VIRGINIA BOURBON and BEER FESTIVAL is a premier festivals event in Fredericksburg. 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: 43/100

Expected Attendance: 435 people

Event ID: F8HHcWVJVTEy9kAeMU

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 174 across all properties

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

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Document generated on 6/4/2026, 6:08:12 AM