

# 90'S REWIND featuring Reggae Superstar "Baby Cham"

DATE: Sunday, August 31, 2025  
LOCATION: Riviera Beach, Florida, US

## Event Description

90'S REWIND featuring Reggae Superstar "Baby Cham" is a premier performing-arts event in Riviera Beach. 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:** performing-arts

**Importance Rank:** 45/100

**Expected Attendance:** 559 people

**Event ID:** 3dnNcQ46bdz76WBgVt

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 224 across all properties

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