

Afternoon Bike Ride

DATE: Saturday, January 31, 2026
LOCATION: Washington, District of Columbia, US

Event Description

Afternoon Bike Ride is a premier concerts event in Washington. 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: concerts
Importance Rank: 23/100
Expected Attendance: 47 people
Event ID: AwZHmkNT7Nm2W7nbQc

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 19 across all properties

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