

Bill Bell Jazz and Heritage Festival

DATE: Friday, August 22, 2025
LOCATION: Rock Island, Illinois, US

Event Description

Bill Bell Jazz and Heritage Festival is a premier festivals event in Rock Island. 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: 1,004 people

Event ID: CmCHNU7GhtWMvMk3c5

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: 402 across all properties

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