

Community Day and Welcome Back to School Festival

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

Event Description

Community Day and Welcome Back to School Festival is a premier festivals event in Fairfax. 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: 473 people

Event ID: B3hYn96fZuz8B6DfpY

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: 189 across all properties

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