

# Dance of Colors: Family Traditions and Caribbean Rhythms with Author Sierrah Chavis

DATE: Saturday, August 16, 2025

LOCATION: Suffolk, Virginia, US

## Event Description

Dance of Colors: Family Traditions and Caribbean Rhythms with Author Sierrah Chavis is a premier festivals event in Suffolk. 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:** 46/100

**Expected Attendance:** 641 people

**Event ID:** 9bR2gBcSi2MEyLS33Y

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 256 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/dance-of-colors-family-traditions-and-caribbean-rhythms-with-author-sierrah-chavis>

Document generated on 6/4/2026, 2:09:54 PM