

Dirty Dance

DATE: Saturday, October 11, 2025
LOCATION: Kingston, St. Andrew Parish, JM

Event Description

Dirty Dance is a premier performing-arts event in Kingston. 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: 46/100
Expected Attendance: 607 people
Event ID: BapaqstZQWm4W2Mk5H

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: 243 across all properties

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