

# El Jay and The Smooth Groove @Ragtime Tavern

DATE: Saturday, August 16, 2025  
LOCATION: Preston, Victoria, AU

## Event Description

El Jay and The Smooth Groove @Ragtime Tavern is a premier concerts event in Preston. 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:** 27/100

**Expected Attendance:** 69 people

**Event ID:** FkQ9XBaC8JeuwUvuPU

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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