

First Day of Black History Month

DATE: Saturday, January 31, 2026

LOCATION: US

Event Description

First Day of Black History Month is a premier observances event in the region. 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: observances

Importance Rank: 20/100

Expected Attendance: 10,000 people

Event ID: 4WD74ZWFz6FeSR3bdH

Hotel Demand Indicators

ADR Impact Index: 3.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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