

FIRST MEETUP! Back Bay Farmhouse (Roots and Brews Reggae Fest)

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

Event Description

FIRST MEETUP! Back Bay Farmhouse (Roots and Brews Reggae Fest) is a premier festivals event in Virginia Beach. 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: 45/100

Expected Attendance: 556 people

Event ID: 6rYnbSfc6VXh2CQstp

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 222 across all properties

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