

# FLORIDA UNDERGROUND FEST 6

DATE: Friday, January 9, 2026  
LOCATION: Sanford, Florida, US

---

## Event Description

FLORIDA UNDERGROUND FEST 6 is a premier festivals event in Sanford. 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:** 50/100

**Expected Attendance:** 945 people

**Event ID:** E3tyWauoLrQWuaE9Mm

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 378 across all properties

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