

# FREE EVENT – The Journey of Reggae: Live Music (Headline Sponsor: Amazon)

DATE: Saturday, August 23, 2025  
LOCATION: London, England, GB

---

## Event Description

FREE EVENT – The Journey of Reggae: Live Music (Headline Sponsor: Amazon) is a premier festivals event in London. 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:** 38/100

**Expected Attendance:** 246 people

**Event ID:** E4qtLNrtLU4rre7xBX

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 98 across all properties

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