

Funk Fest Beach Party at Virginia Beach Oceanfront

DATE: Friday, August 22, 2025
LOCATION: Virginia Beach, Virginia, US

Event Description

Funk Fest Beach Party at Virginia Beach Oceanfront 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: 56/100
Expected Attendance: 1,942 people
Event ID: vW3Jm8TzsB9EbQWH2d

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 777 across all properties

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