

GetOpen Move N Groove White Party on the Waterfront

DATE: Sunday, August 17, 2025
LOCATION: Jersey City, New Jersey, US

Event Description

GetOpen Move N Groove White Party on the Waterfront is a premier festivals event in Jersey City. 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: 47/100
Expected Attendance: 731 people
Event ID: 3RhvorXfxa9dCGsCaQ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 292 across all properties

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