

Harry Potter and the Cursed Child (Touring)

DATE: Thursday, August 14, 2025
LOCATION: Washington, District of Columbia, US

Event Description

Harry Potter and the Cursed Child (Touring) is a premier performing-arts event in Washington. 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: performing-arts

Importance Rank: 47/100

Expected Attendance: 716 people

Event ID: AyY3sC6Y3iUnevMy4C

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: 286 across all properties

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