

Highway 99 All Stars

DATE: Tuesday, August 19, 2025
LOCATION: Seattle, Washington, US

Event Description

Highway 99 All Stars is a premier festivals event in Seattle. 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: 55/100

Expected Attendance: 1,806 people

Event ID: F2GnGFNgVBBKQWTtAj

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 722 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/highway-99-all-stars>

Document generated on 6/4/2026, 12:08:04 AM