

International Day for the Remembrance of the Slave Trade and its Abolition

DATE: Friday, August 22, 2025
LOCATION: US

Event Description

International Day for the Remembrance of the Slave Trade and its Abolition is a premier observances event in the region. 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: observances

Importance Rank: 20/100

Expected Attendance: 10,000 people

Event ID: 3Q2ThDb2KWsYtYEuV5

Hotel Demand Indicators

ADR Impact Index: 3.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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