

Island Exodus at Royalton Blue Waters

DATE: Thursday, January 15, 2026
LOCATION: Montego Bay, St. James Parish, JM

Event Description

Island Exodus at Royalton Blue Waters is a premier festivals event in Montego Bay. 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: 54/100

Expected Attendance: 1,678 people

Event ID: CPRNtU5Qdzp5Qs37KV

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 671 across all properties

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