

IYMA Daily Essentials Grand Opening

DATE: Saturday, October 4, 2025
LOCATION: Washington, District of Columbia, US

Event Description

IYMA Daily Essentials Grand Opening is a premier festivals 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: festivals

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: 9XxMRr6NR7ggzQTnEp

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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