

Jack Daniels BackyaadBBQ: "Food & Music Festival"

DATE: Friday, December 26, 2025
LOCATION: Port Royal, Kingston Parish, JM

Event Description

Jack Daniels BackyaadBBQ: "Food & Music Festival" is a premier festivals event in Port Royal. 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: 48/100

Expected Attendance: 764 people

Event ID: AQwebatoxnWX33quDg

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 306 across all properties

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