

# Jack Daniel's R&b And Southern Soul Music Fest

DATE: Saturday, August 30, 2025  
LOCATION: Montgomery, Alabama, US

## Event Description

Jack Daniel's R&b And Southern Soul Music Fest is a premier festivals event in Montgomery. 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:** 57/100

**Expected Attendance:** 2,172 people

**Event ID:** G64dmKyouENcU8XhRp

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 869 across all properties

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