

Jamaican Ska/Reggae DJ Night

DATE: Saturday, August 16, 2025
LOCATION: Washington, District of Columbia, US

Event Description

Jamaican Ska/Reggae DJ Night is a premier concerts 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: concerts

Importance Rank: 34/100

Expected Attendance: 150 people

Event ID: 3RVaw3Duc6XdUePg7X

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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

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