

# Jazz and R&B Festival

DATE: Saturday, August 16, 2025  
LOCATION: Monrovia, California, US

---

## Event Description

Jazz and R&B Festival is a premier festivals event in Monrovia. 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:** 306 people

**Event ID:** AYPKfNBepy6iuWpBt5

## 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:** 122 across all properties

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

---