

# Julia Holter, Dior Ashley Brown, and Alexia Roditis

DATE: Monday, September 29, 2025  
LOCATION: Washington, District of Columbia, US

## Event Description

Julia Holter, Dior Ashley Brown, and Alexia Roditis 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:** 3CqctMq2My8q5zYHhC

## 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.*