

Kansas City's Reggae Music and Jerk Festival

DATE: Friday, September 5, 2025
LOCATION: Kansas City, Missouri, US

Event Description

Kansas City's Reggae Music and Jerk Festival is a premier festivals event in Kansas City. 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: 52/100

Expected Attendance: 1,262 people

Event ID: 5frMazAEbeNnSV77Xd

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 505 across all properties

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