

# KCRW Festival: Damian Marley & Stephen Marley

DATE: Saturday, August 16, 2025  
LOCATION: Los Angeles, California, US

## Event Description

KCRW Festival: Damian Marley & Stephen Marley is a premier festivals event in Los Angeles. 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:** 47/100

**Expected Attendance:** 671 people

**Event ID:** DYqmCmGiJzd7JiZjpW

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 268 across all properties

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