

Levels of Consciousness - LOCs Ital Reggae Festival

DATE: Saturday, January 10, 2026
LOCATION: Portmore, St. Catherine Parish, JM

Event Description

Levels of Consciousness - LOCs Ital Reggae Festival is a premier festivals event in Portmore. 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: 49/100

Expected Attendance: 865 people

Event ID: FTr9gP9KsBNGJZcipy

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 346 across all properties

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