

Maxwell with Yola

DATE: Thursday, September 18, 2025

LOCATION: Oxon Hill, Maryland, US

Event Description

Maxwell with Yola is a premier concerts event in Oxon Hill. 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: 60/100

Expected Attendance: 3,154 people

Event ID: BqgxoesuVUktDMeGkf

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,262 across all properties

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