

# Popsicle Festival 2025 - Back to School Gear, Haircuts, & Braids

DATE: Sunday, August 17, 2025  
LOCATION: Washington, District of Columbia, US

---

## Event Description

Popsicle Festival 2025 - Back to School Gear, Haircuts, & Braids is a premier festivals 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:** festivals  
**Importance Rank:** 36/100  
**Expected Attendance:** 193 people  
**Event ID:** 9Aojnd5KjLHGJJ2xSG

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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

---