

# R&B HOURS BACK TO SCHOOL

DATE: Saturday, September 6, 2025

LOCATION: Hong Kong Island, HK

## Event Description

R&B HOURS BACK TO SCHOOL is a premier concerts event in the region. 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:** 29/100

**Expected Attendance:** 93 people

**Event ID:** pEvwUiVqPjf6wFUDgD

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/rb-hours-back-to-school>

Document generated on 6/3/2026, 10:43:36 PM