

Reggae Fest The Return of Mavado at Plantation Cove

DATE: Saturday, December 27, 2025
LOCATION: ANN`S BAY, St. Ann Parish, JM

Event Description

Reggae Fest The Return of Mavado at Plantation Cove is a premier festivals event in ANN`S BAY. 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: 42/100

Expected Attendance: 378 people

Event ID: 858srNrvLR2W7p3rB7

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 151 across all properties

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