

Reggae Rise Up (OR) at Deschutes County Fairgrounds

DATE: Friday, August 29, 2025
LOCATION: Redmond, Oregon, US

Event Description

Reggae Rise Up (OR) at Deschutes County Fairgrounds is a premier festivals event in Redmond. 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: 58/100

Expected Attendance: 2,551 people

Event ID: 9ncnobfESnU79gfm8u

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,020 across all properties

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