

Salem Jazz and Soul Festival 2025 - SAVE THE DATE

DATE: Saturday, August 16, 2025
LOCATION: Salem, Massachusetts, US

Event Description

Salem Jazz and Soul Festival 2025 - SAVE THE DATE is a premier festivals event in Salem. 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: 45/100

Expected Attendance: 534 people

Event ID: H5pNGcTt2xJrAZVF5e

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 214 across all properties

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