

Sam Barber, Waylon Wyatt, and Wild Horses

DATE: Friday, February 6, 2026
LOCATION: Washington, District of Columbia, US

Event Description

Sam Barber, Waylon Wyatt, and Wild Horses is a premier concerts 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: concerts
Importance Rank: 60/100
Expected Attendance: 2,995 people
Event ID: 9PFCMZjCFhwh8cFTKc

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,198 across all properties

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

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