

# Steppin In The Swamp R&B and Southern Soul Festival

DATE: Saturday, August 16, 2025  
LOCATION: Waycross, Georgia, US

---

## Event Description

Steppin In The Swamp R&B and Southern Soul Festival is a premier festivals event in Waycross. 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:** 44/100

**Expected Attendance:** 506 people

**Event ID:** 5Rw6s7uKpAyFyeBNJx

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 202 across all properties

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

---