

The 31st Annual Jefferson County African American Cultural & Heritage Festival

DATE: Saturday, August 16, 2025
LOCATION: Charles Town, West Virginia, US

Event Description

The 31st Annual Jefferson County African American Cultural & Heritage Festival is a premier festivals event in Charles Town. 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: 582 people

Event ID: F9EC74KHDTThSNAqC9T

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: 233 across all properties

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