

The Marcus Garvey Festival 25' Look For Me In The Whirlwind

DATE: Sunday, August 17, 2025
LOCATION: Sacramento, California, US

Event Description

The Marcus Garvey Festival 25' Look For Me In The Whirlwind is a premier festivals event in Sacramento. 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: 51/100

Expected Attendance: 1,138 people

Event ID: 7xxUr738Xj4cnMYS3N

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 455 across all properties

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