

The R&B Experience - Muse After Dark

DATE: Saturday, October 25, 2025
LOCATION: Charlotte Amalie, St. Thomas, VI

Event Description

The R&B Experience - Muse After Dark is a premier performing-arts event in Charlotte Amalie. 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: performing-arts

Importance Rank: 38/100

Expected Attendance: 266 people

Event ID: ESFpXD6rVGM5PbG5F7

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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

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