

The Step One Automotive Hispanic Music Festival

DATE: Saturday, September 13, 2025
LOCATION: Fort Walton Beach, Florida, US

Event Description

The Step One Automotive Hispanic Music Festival is a premier festivals event in Fort Walton Beach. 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: 43/100

Expected Attendance: 464 people

Event ID: G5YFWP4wcPCTEWFC9o

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: 186 across all properties

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