

Vicetone, Jay Hardway, and SAYMYNAME

DATE: Friday, August 29, 2025
LOCATION: Guang Zhou Shi, Guang Dong Sheng, CN

Event Description

Vicetone, Jay Hardway, and SAYMYNAME is a premier festivals event in Guang Zhou Shi. 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: 1,178 people

Event ID: AYHYWUBgRwSD3xzJRZ

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: 471 across all properties

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