

"2 of Us" Perform at THE BEVERLY COMMON CONCERTS Thursday August. 14th 6-8pm!

DATE: Thursday, August 14, 2025
LOCATION: Beverly, Massachusetts, US

Event Description

"2 of Us" Perform at THE BEVERLY COMMON CONCERTS Thursday August. 14th 6-8pm! is a premier concerts event in Beverly. 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: concerts
Importance Rank: 27/100
Expected Attendance: 70 people
Event ID: Hs3Fa4kd8H4cCuKoue

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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