

38 Special at Coronado Performing Arts Center

DATE: Saturday, February 7, 2026
LOCATION: Rockford, Illinois, US

Event Description

38 Special at Coronado Performing Arts Center is a premier concerts event in Rockford. 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: 54/100

Expected Attendance: 1,650 people

Event ID: 46ZMDEY7hSHjAjoyxg

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 660 across all properties

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