

# 4TH ANNUAL AMG SOUTHERN SOUL LIFE AWARDS 2025

DATE: Saturday, December 6, 2025  
LOCATION: Stone Mountain, Georgia, US

---

## Event Description

4TH ANNUAL AMG SOUTHERN SOUL LIFE AWARDS 2025 is a premier concerts event in Stone Mountain. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** 548kvFoGePcp6KGzuU

## 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:** 400 across all properties

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

---