

# Alabama with The Marshall Tucker Band

DATE: Saturday, November 15, 2025  
LOCATION: North Little Rock, Arkansas, US

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## Event Description

Alabama with The Marshall Tucker Band is a premier concerts event in North Little Rock. 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:** 67/100

**Expected Attendance:** 7,101 people

**Event ID:** 3sc6d77GQri6mVUKD5

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,840 across all properties

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