

Alive at Five with the I-42 Band

DATE: Friday, August 15, 2025
LOCATION: Morehead City, North Carolina, US

Event Description

Alive at Five with the I-42 Band is a premier concerts event in Morehead City. 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: 35/100

Expected Attendance: 168 people

Event ID: GTXinbgNLjkBF4wLcF

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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