

Annual Duke Music Department Student and Faculty Gala Concert

DATE: Saturday, September 20, 2025
LOCATION: Durham, North Carolina, US

Event Description

Annual Duke Music Department Student and Faculty Gala Concert is a premier performing-arts event in Durham. 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: performing-arts
Importance Rank: 32/100
Expected Attendance: 133 people
Event ID: 7eVLjF37Yj4Q8PEjgf

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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