

Arts Splash Free Concert at Mendenhall Transportation Terminal

DATE: Friday, August 15, 2025
LOCATION: High Point, North Carolina, US

Event Description

Arts Splash Free Concert at Mendenhall Transportation Terminal is a premier concerts event in High Point. 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: 39/100
Expected Attendance: 267 people
Event ID: AQwDxgdMBnCuQm4d8V

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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