

AT&T Playoff Playlist

DATE: Saturday, January 17, 2026
LOCATION: Miami Beach, Florida, US

Event Description

AT&T Playoff Playlist is a premier concerts event in Miami Beach. 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: 85/100

Expected Attendance: 55,000 people

Event ID: 8xFzkDnnbU6YC8kF9k

Hotel Demand Indicators

ADR Impact Index: 8.7x baseline (varies by property tier & location)

Occupancy Impact: +64 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 40km from venue

Estimated Room Nights: 22,000 across all properties

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