

Big Time Rush at Raising Cane s River Center Arena

DATE: Tuesday, February 10, 2026
LOCATION: Baton Rouge, Louisiana, US

Event Description

Big Time Rush at Raising Cane s River Center Arena is a premier performing-arts event in Baton Rouge. 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: 68/100

Expected Attendance: 8,055 people

Event ID: DDBsxR4ropnJHVafSA

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,222 across all properties

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