

Billy Idol with Joan Jett & The Blackhearts

DATE: Wednesday, September 3, 2025
LOCATION: Morrison, Colorado, US

Event Description

Billy Idol with Joan Jett & The Blackhearts is a premier concerts event in Morrison. 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: 61/100

Expected Attendance: 3,428 people

Event ID: Che2tYJKpxx4Wxwwdn

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,371 across all properties

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