

Brandon Lake with Franni Cash

DATE: Friday, November 7, 2025
LOCATION: Southaven, Mississippi, US

Event Description

Brandon Lake with Franni Cash is a premier concerts event in Southaven. 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: 60/100

Expected Attendance: 3,295 people

Event ID: EAcxE82Aeab94mpY5

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,318 across all properties

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