

Brandon Reason, Tasha Ann and Miss Sophie Taylor live at Fairwood Lanes and Misfits Bar & Grill

DATE: Friday, August 15, 2025
LOCATION: Roanoke Rapids, North Carolina, US

Event Description

Brandon Reason, Tasha Ann and Miss Sophie Taylor live at Fairwood Lanes and Misfits Bar & Grill is a premier concerts event in Roanoke Rapids. 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: 35/100

Expected Attendance: 169 people

Event ID: E9aeLGM4Rnoh8ds8dh

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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