

Breaking Benjamin & Three Days Grace: Choctaw Music Fest 2025

DATE: Sunday, October 12, 2025
LOCATION: Durant, Oklahoma, US

Event Description

Breaking Benjamin & Three Days Grace: Choctaw Music Fest 2025 is a premier festivals event in Durant. 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: festivals
Importance Rank: 60/100
Expected Attendance: 3,000 people
Event ID: 4C72gAH4w3n6dDzyVm

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: 1,200 across all properties

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