

Brit Floyd at Wilson Center at Cape Fear Community College

DATE: Monday, August 25, 2025
LOCATION: Wilmington, North Carolina, US

Event Description

Brit Floyd at Wilson Center at Cape Fear Community College is a premier concerts event in Wilmington. 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: 53/100
Expected Attendance: 1,378 people
Event ID: 4aT62WUYyUU2aLqnSP

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 551 across all properties

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