

Choir Rehearsal with Friends ATL: Hosted By Will Johnson

DATE: Sunday, September 7, 2025
LOCATION: Atlanta, Georgia, US

Event Description

Choir Rehearsal with Friends ATL: Hosted By Will Johnson is a premier concerts event in Atlanta. 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: 50/100

Expected Attendance: 1,050 people

Event ID: 7tuwFfJrWb72QKtH8W

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 420 across all properties

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