

Cindy Johnson in Concert at Hanes Mall

DATE: Thursday, August 14, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Cindy Johnson in Concert at Hanes Mall is a premier concerts event in Winston-Salem. 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: 33/100

Expected Attendance: 145 people

Event ID: H9YLndTL5uUh2boDLn

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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