

Cole Swindell with Priscilla Block and Greylan James

DATE: Saturday, September 27, 2025
LOCATION: Grand Forks, North Dakota, US

Event Description

Cole Swindell with Priscilla Block and Greylan James is a premier concerts event in Grand Forks. 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: 66/100

Expected Attendance: 6,526 people

Event ID: Eg4ca7Lgd9R5sfg3Qp

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,610 across all properties

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