

Dean Z - The Ultimate ELVIS

DATE: Thursday, December 18, 2025

LOCATION: Rockford, Illinois, US

Event Description

Dean Z - The Ultimate ELVIS is a premier concerts event in Rockford. 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: 54/100

Expected Attendance: 1,651 people

Event ID: 6vBhwAaWqgp8A3N5jo

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 660 across all properties

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