

Dierks Bentley, Zach Top, The Band Loula in Holmdel

DATE: Friday, August 15, 2025
LOCATION: Holmdel, New Jersey, US

Event Description

Dierks Bentley, Zach Top, The Band Loula in Holmdel is a premier concerts event in Holmdel. 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: 34/100

Expected Attendance: 154 people

Event ID: 6Yr6wXfFo5B6Lm4kbE

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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