

Disney's High School Musical

DATE: Thursday, August 14, 2025
LOCATION: Red Bank, New Jersey, US

Event Description

Disney's High School Musical is a premier performing-arts event in Red Bank. 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: performing-arts

Importance Rank: 44/100

Expected Attendance: 496 people

Event ID: BtmKLdARTTEfzC3dDC

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 198 across all properties

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

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Document generated on 6/3/2026, 11:22:45 PM