

# Elvis Birthday Bash With Mike Albert & Scot Bruce

DATE: Saturday, January 24, 2026  
LOCATION: Lancaster, Pennsylvania, US

## Event Description

Elvis Birthday Bash With Mike Albert & Scot Bruce is a premier concerts event in Lancaster. 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:** 1,600 people

**Event ID:** AxZSF4BgtqPAcbdkcN

## 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:** 640 across all properties

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