

# Friday Night Music: The Mash

DATE: Friday, August 15, 2025  
LOCATION: Weyers Cave, Virginia, US

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## Event Description

Friday Night Music: The Mash is a premier performing-arts event in Weyers Cave. 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:** 39/100  
**Expected Attendance:** 285 people  
**Event ID:** DMpVkvkibuCLNJDfLZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 114 across all properties

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

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