

Gabby s Dollhouse Live at James C. and Mary B. Martin Center for the Arts

DATE: Saturday, January 17, 2026
LOCATION: Johnson City, Tennessee, US

Event Description

Gabby s Dollhouse Live at James C. and Mary B. Martin Center for the Arts is a premier performing-arts event in Johnson City. 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: 42/100
Expected Attendance: 400 people
Event ID: CrqbYpbyWiHuKnTpdf

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 160 across all properties

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