

Gary Allan

DATE: Friday, September 12, 2025
LOCATION: West Wendover, Nevada, US

Event Description

Gary Allan is a premier concerts event in West Wendover. 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: 50/100

Expected Attendance: 1,042 people

Event ID: BeRLfagVEk9Gxf7DC5

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 417 across all properties

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