

George Thorogood & The Destroyers

DATE: Tuesday, September 9, 2025
LOCATION: Morristown, New Jersey, US

Event Description

George Thorogood & The Destroyers is a premier concerts event in Morristown. 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: 51/100

Expected Attendance: 1,179 people

Event ID: 5Gr84Vu5UX2Ava6Yc

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: 472 across all properties

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