

Get Ready for a Night of Pure Groove w/ Derek Mack!

DATE: Wednesday, August 13, 2025
LOCATION: Vero Beach, Florida, US

Event Description

Get Ready for a Night of Pure Groove w/Derek Mack! is a premier concerts event in Vero Beach. 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: 39/100
Expected Attendance: 275 people
Event ID: DZc9ASG3XuKCEP8xpp

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: 110 across all properties

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