

# Ghost at Delta Center

DATE: Tuesday, February 10, 2026  
LOCATION: Salt Lake City, Utah, US

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## Event Description

Ghost at Delta Center is a premier concerts event in Salt Lake 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:** concerts

**Importance Rank:** 70/100

**Expected Attendance:** 10,068 people

**Event ID:** Fwj95C2jKS6qWyKwQb

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,027 across all properties

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

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