

Girls Room Pride Festival @ The Music Yard

DATE: Saturday, August 16, 2025
LOCATION: Charlotte, North Carolina, US

Event Description

Girls Room Pride Festival @ The Music Yard is a premier festivals event in Charlotte. 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: festivals

Importance Rank: 40/100

Expected Attendance: 318 people

Event ID: A9jLapuP8ty3GqjaBh

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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