

Grace Novosad & Mike Larson & The Ones That Got Away

DATE: Friday, August 15, 2025
LOCATION: Lafayette, Louisiana, US

Event Description

Grace Novosad & Mike Larson & The Ones That Got Away is a premier festivals event in Lafayette. 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: 46/100

Expected Attendance: 627 people

Event ID: CDWdjLcJ4pYrZApuK

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 251 across all properties

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