

GSquare Media presents a night of Gullah Soul with Kyndra Joi & Soul Theory

DATE: Friday, August 15, 2025
LOCATION: New Orleans, Louisiana, US

Event Description

GSquare Media presents a night of Gullah Soul with Kyndra Joi & Soul Theory is a premier performing-arts event in New Orleans. 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: performing-arts

Importance Rank: 41/100

Expected Attendance: 361 people

Event ID: 4fPsM6fztziPNqKwGq

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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