

Hq2 Friday

DATE: Friday, January 2, 2026
LOCATION: Atlantic City, New Jersey, US

Event Description

Hq2 Friday is a premier concerts event in Atlantic 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: 65/100

Expected Attendance: 5,500 people

Event ID: AAczJbN3jawNK6rDsW

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,200 across all properties

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