

I Love the 90's Tour: I Love The 90's Tour: Vanilla Ice, Montell Jordan, Young MC & Rob Base

DATE: Friday, September 12, 2025
LOCATION: Mashantucket, US

Event Description

I Love the 90's Tour: I Love The 90's Tour: Vanilla Ice, Montell Jordan, Young MC & Rob Base is a premier concerts event in Mashantucket. 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: 62/100
Expected Attendance: 4,000 people
Event ID: DgzDampTzobx3R7xdj

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,600 across all properties

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