

Innovation & Cinema: School of Rock

DATE: Friday, August 15, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Innovation & Cinema: School of Rock is a premier performing-arts event in Winston-Salem. 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: 33/100

Expected Attendance: 139 people

Event ID: 3qigYmz8wCnyBBP6mj

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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

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