

J. Worra and Benson

DATE: Friday, August 15, 2025
LOCATION: Queens, New York, US

Event Description

J. Worra and Benson is a premier concerts event in Queens. 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: 61/100

Expected Attendance: 3,439 people

Event ID: 5s8YyEKFStd2mfMz9s

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,376 across all properties

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