

Jason Bonham's Led Zeppelin Evening

DATE: Monday, August 25, 2025

LOCATION: Salem, Oregon, US

Event Description

Jason Bonham's Led Zeppelin Evening is a premier concerts event in 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: concerts

Importance Rank: 51/100

Expected Attendance: 1,184 people

Event ID: 6dcAyKJQj7kdoMpD3Y

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 474 across all properties

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