

Jazz Night w/ Patti Nolan & The Undeniables

DATE: Thursday, August 14, 2025
LOCATION: Missoula, Montana, US

Event Description

Jazz Night w/ Patti Nolan & The Undeniables is a premier performing-arts event in Missoula. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 4uYY2SgE4KJ7MYYgRG

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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