

Jeff & Sheri Easter in Branson

DATE: Thursday, August 28, 2025
LOCATION: Branson, Missouri, US

Event Description

Jeff & Sheri Easter in Branson is a premier concerts event in Branson. 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: 1,172 people

Event ID: e6YzeC5RcTz3cndNRA

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: 469 across all properties

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

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