

John Mark McMillan + Citizens - Cosmic Supreme Tour

DATE: Sunday, September 21, 2025
LOCATION: Charlotte, North Carolina, US

Event Description

John Mark McMillan + Citizens - Cosmic Supreme Tour is a premier concerts event in Charlotte. 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: 50/100
Expected Attendance: 994 people
Event ID: Hfp4kUrjpXK9yNnPKP

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: 398 across all properties

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