

Jorge Medina / Josi Cuen at Walmart AMP

DATE: Thursday, August 14, 2025
LOCATION: Rogers, Arkansas, US

Event Description

Jorge Medina / Josi Cuen at Walmart AMP is a premier concerts event in Rogers. 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: 66/100

Expected Attendance: 6,337 people

Event ID: 86WXNenYmsDkncLDKJ

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,535 across all properties

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