

Kat Country 103's "Country In The Grove" Featuring: LANCO

DATE: Friday, August 15, 2025
LOCATION: Lodi, California, US

Event Description

Kat Country 103's "Country In The Grove" Featuring: LANCO is a premier concerts event in Lodi. 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: 54/100

Expected Attendance: 1,500 people

Event ID: Ddmb2m7wc5t3GCvW5i

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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