

Kenny Garrett at Missy Lane s Assembly Room

DATE: Saturday, December 13, 2025
LOCATION: Durham, North Carolina, US

Event Description

Kenny Garrett at Missy Lane s Assembly Room is a premier concerts event in Durham. 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: 45/100
Expected Attendance: 572 people
Event ID: FPw5ozf8gxWKiYy8oQ

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 229 across all properties

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