

Ladies Night Out: Ladies Night (Event)

DATE: Wednesday, August 13, 2025

LOCATION: Aurora, Colorado, US

Event Description

Ladies Night Out: Ladies Night (Event) is a premier concerts event in Aurora. 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: 55/100

Expected Attendance: 1,834 people

Event ID: 8tZWRffMQQuoaaJ44

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 734 across all properties

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