

# Life and Liberty Spotlight Night: Baby Doe sponsored by Yellowhammer Fund

DATE: Tuesday, August 19, 2025  
LOCATION: Birmingham, Alabama, US

## Event Description

Life and Liberty Spotlight Night: Baby Doe sponsored by Yellowhammer Fund is a premier festivals event in Birmingham. 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:** festivals

**Importance Rank:** 34/100

**Expected Attendance:** 152 people

**Event ID:** 42nHgi8Aig4CRRhjeM

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 61 across all properties

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