

Live Music at Gather Kitchen & Bar

DATE: Wednesday, December 31, 2025
LOCATION: Santa Rosa Beach, Florida, US

Event Description

Live Music at Gather Kitchen & Bar is a premier performing-arts event in Santa Rosa Beach. 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 272 people
Event ID: 4aCpAtLDaSJ9z8V8xA

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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

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