

# Live Music: Bradford Johnson @ Middlebrook Mercantile

DATE: Friday, August 15, 2025  
LOCATION: Cumming, Iowa, US

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## Event Description

Live Music: Bradford Johnson @ Middlebrook Mercantile is a premier performing-arts event in Cumming. 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:** 36/100

**Expected Attendance:** 193 people

**Event ID:** AM2HaDpzVT8ycaDr3M

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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