

# LIVE MUSIC - Joy Halliday with the Rodrigo Brothers

DATE: Friday, August 15, 2025  
LOCATION: W æ ¶ Å ÷ F vò & Vv-öâÅ å

## Event Description

LIVE MUSIC - Joy Halliday with the Rodrigo Brothers is a premier performing-arts event in W æ ¶ Å. 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:** 41/100

**Expected Attendance:** 371 people

**Event ID:** DqgxH9qbfnXb9GtGyG

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 148 across all properties

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