

LIVE MUSIC @ PITA WHEEL GASTONIA- Beth Gatlin

DATE: Wednesday, August 13, 2025
LOCATION: Gastonia, North Carolina, US

Event Description

LIVE MUSIC @ PITA WHEEL GASTONIA- Beth Gatlin is a premier performing-arts event in Gastonia. 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: 274 people
Event ID: CoR2sUFWvxtTXNHGon

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: 110 across all properties

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