

# Lorde with The Japanese House and Chanel Beads

DATE: Wednesday, September 17, 2025  
LOCATION: Austin, Texas, US

## Event Description

Lorde with The Japanese House and Chanel Beads is a premier concerts event in Austin. 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:** concerts

**Importance Rank:** 67/100

**Expected Attendance:** 6,839 people

**Event ID:** 3Nyj2zh5iHHZkNw5nf

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,736 across all properties

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