

Malcolm Todd (Rescheduled from 5/11/25)

DATE: Tuesday, September 16, 2025
LOCATION: Charlotte, North Carolina, US

Event Description

Malcolm Todd (Rescheduled from 5/11/25) is a premier concerts event in Charlotte. 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: 48/100

Expected Attendance: 786 people

Event ID: DJPiEke9pFm6tysrGV

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 314 across all properties

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