

Marilyn Maye at Birdland Theater

DATE: Wednesday, December 31, 2025

LOCATION: New York, New York, US

Event Description

Marilyn Maye at Birdland Theater is a premier concerts event in New York. 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: 42/100

Expected Attendance: 421 people

Event ID: 3b2cq3NHk8C2GEwbj4

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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