

Matt Maher: Zach Williams

DATE: Friday, November 14, 2025
LOCATION: Pikeville, Kentucky, US

Event Description

Matt Maher: Zach Williams is a premier concerts event in Pikeville. 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: 60/100

Expected Attendance: 3,022 people

Event ID: 8urmDrQzba2ieCBv2p

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,209 across all properties

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