

Matthew Sturm (Band) feat. Thom Grant, Lance Roberts & Jamie Simon

DATE: Friday, August 15, 2025
LOCATION: Fort Wayne, Indiana, US

Event Description

Matthew Sturm (Band) feat. Thom Grant, Lance Roberts & Jamie Simon is a premier concerts event in Fort Wayne. 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: 37/100
Expected Attendance: 221 people
Event ID: BWcxp5zen6uqb8rdy3

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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