

Melissa Etheridge and Indigo Girls

DATE: Saturday, September 20, 2025

LOCATION: Huntsville, Alabama, US

Event Description

Melissa Etheridge and Indigo Girls is a premier concerts event in Huntsville. 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: 3,346 people

Event ID: G23xdTAr4MzLXu74et

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: 1,338 across all properties

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