

Michael Jr.

DATE: Thursday, October 30, 2025
LOCATION: Virginia Beach, Virginia, US

Event Description

Michael Jr. is a premier performing-arts event in Virginia Beach. 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 414 people

Event ID: B4q9vJyAEvde4DSGq8

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: 166 across all properties

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