

# Midnight Masquerade: A Immersive Murder Mystery

DATE: Saturday, November 1, 2025  
LOCATION: Gainesville, Florida, US

## Event Description

Midnight Masquerade: A Immersive Murder Mystery is a premier performing-arts event in Gainesville. 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:** 53/100

**Expected Attendance:** 1,349 people

**Event ID:** F5ur2QVJZ9i9JB6f8a

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 540 across all properties

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