

# Million Dollar Quartet at Music and Arts Community Center

DATE: Wednesday, February 11, 2026  
LOCATION: Fort Myers, Florida, US

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## Event Description

Million Dollar Quartet at Music and Arts Community Center is a premier community event in Fort Myers. 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:** community  
**Importance Rank:** 33/100  
**Expected Attendance:** 142 people  
**Event ID:** 9outMxVKYFxn9m6qxU

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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