

# Mitchell Ferguson, Austin Meade, and Elvie Shane

DATE: Saturday, November 8, 2025  
LOCATION: Harrisonburg, Virginia, US

## Event Description

Mitchell Ferguson, Austin Meade, and Elvie Shane is a premier concerts event in Harrisonburg. 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:** 17/100

**Expected Attendance:** 23 people

**Event ID:** EdUNkmubWS2JWNmron

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 9 across all properties

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