

# Music in the Plaza 2025

DATE: Friday, August 15, 2025  
LOCATION: Modesto, California, US

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## Event Description

Music in the Plaza 2025 is a premier concerts event in Modesto. 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:** 34/100

**Expected Attendance:** 154 people

**Event ID:** 96G7zScn8m5H9S8PCP

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 62 across all properties

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