

MUSIC MUSIC: Art Opening of all your favorite musicians.

DATE: Friday, August 22, 2025
LOCATION: Prescott, Arizona, US

Event Description

MUSIC MUSIC: Art Opening of all your favorite musicians. is a premier expos event in Prescott. 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: expos

Importance Rank: 45/100

Expected Attendance: 545 people

Event ID: BiLv6w8sZdYWQzAZbh

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 218 across all properties

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