

# Neil Werries: Live Music at La Divina: Thurs Jan. 15th 6p-8p

DATE: Thursday, January 15, 2026  
LOCATION: Baton Rouge, Louisiana, US

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## Event Description

Neil Werries: Live Music at La Divina: Thurs Jan. 15th 6p-8p is a premier community event in Baton Rouge. 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:** 17/100

**Expected Attendance:** 23 people

**Event ID:** 57uvkDXAZh5gpguYAJ

## 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.*