

NEW YEARS EVE CONCERT (BUY YOUR TICKET HERE & WIN \$1,000 IN CASH)

#WinCashOnWednesdays

DATE: Wednesday, December 31, 2025
LOCATION: The Bronx, New York, US

Event Description

NEW YEARS EVE CONCERT (BUY YOUR TICKET HERE & WIN \$1,000 IN CASH) #WinCashOnWednesdays is a premier concerts event in The Bronx. 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: 30/100
Expected Attendance: 100 people
Event ID: 6AqMSLu8ULncGEQ2MH

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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