

# Old Dominion with Ty Myers

DATE: Friday, September 12, 2025

LOCATION: Durant, Oklahoma, US

## Event Description

Old Dominion with Ty Myers is a premier concerts event in Durant. 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:** 60/100

**Expected Attendance:** 3,151 people

**Event ID:** G5jbzBJ826AjJiXyr

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,260 across all properties

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