

Open Mic Night | Columbia | Hosted by Da Truth

DATE: Thursday, August 14, 2025
LOCATION: Columbia, Maryland, US

Event Description

Open Mic Night | Columbia | Hosted by Da Truth is a premier performing-arts event in Columbia. 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 393 people

Event ID: HUK5MrZaAnAgR7keph

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 157 across all properties

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

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