

Parker McCollum with Ashley Cooke and Hudson Westbrook

DATE: Saturday, September 20, 2025
LOCATION: Raleigh, North Carolina, US

Event Description

Parker McCollum with Ashley Cooke and Hudson Westbrook is a premier concerts event in Raleigh. 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: 3,230 people

Event ID: 6dvnKe4koZBsFj6ere

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: 1,292 across all properties

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