

Parker McCollum with Kameron Marlowe and Laci Kaye Booth

DATE: Friday, October 10, 2025
LOCATION: Sioux City, Iowa, US

Event Description

Parker McCollum with Kameron Marlowe and Laci Kaye Booth is a premier concerts event in Sioux City. 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: 61/100
Expected Attendance: 3,567 people
Event ID: CrzzuFjNaVUiJ5p27G

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,427 across all properties

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