

# Plies with Da Brat

DATE: Saturday, August 30, 2025

LOCATION: Detroit, Michigan, US

## Event Description

Plies with Da Brat is a premier concerts event in Detroit. 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:** 63/100

**Expected Attendance:** 4,335 people

**Event ID:** 9MWVHzEKyodJshTnJX

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,734 across all properties

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

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<https://becircadian.com/events/plies-with-da-brat>

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