

R&B and Southern Soul Night (3rd Fridays Event)

DATE: Friday, August 15, 2025
LOCATION: Danville, Virginia, US

Event Description

R&B and Southern Soul Night (3rd Fridays Event) is a premier performing-arts event in Danville. 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: 39/100

Expected Attendance: 276 people

Event ID: 8dkf9HbJQx2HnUSXHa

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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