

R&B Sing-a-long: Hosted by John Borders IV and Miranda Rae

DATE: Wednesday, August 13, 2025
LOCATION: Boston, Massachusetts, US

Event Description

R&B Sing-a-long: Hosted by John Borders IV and Miranda Rae is a premier concerts event in Boston. 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: 45/100

Expected Attendance: 538 people

Event ID: 37vaEyhAJY45JU9iuK

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 215 across all properties

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