

# R.O.A.

DATE: Friday, August 15, 2025  
LOCATION: Durham, North Carolina, US

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## Event Description

R.O.A. is a premier concerts event in Durham. 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:** 49/100

**Expected Attendance:** 941 people

**Event ID:** XBht5Rid5kaGUaGgK8

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 376 across all properties

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

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