

Rock & Roar at the Fort Wayne Zoo

DATE: Thursday, August 14, 2025
LOCATION: Fort Wayne, Indiana, US

Event Description

Rock & Roar at the Fort Wayne Zoo is a premier concerts event in Fort Wayne. 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: 35/100

Expected Attendance: 171 people

Event ID: 3ZbqTH3g9Pye2Qs3jB

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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