

Roots and Wings of the Black Belt Prairie featuring Bob Brzuszek and Joe MacGown

DATE: Sunday, August 24, 2025
LOCATION: West Point, Mississippi, US

Event Description

Roots and Wings of the Black Belt Prairie featuring Bob Brzuszek and Joe MacGown is a premier expos event in West Point. 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: expos

Importance Rank: 37/100

Expected Attendance: 237 people

Event ID: DcGCTobDNDBygrNMrH

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 95 across all properties

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