

Ryan Upchurch

DATE: Friday, October 17, 2025
LOCATION: Rome, Georgia, US

Event Description

Ryan Upchurch is a premier concerts event in Rome. 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: 60/100

Expected Attendance: 3,166 people

Event ID: EcHMrF84osGNcfm7tr

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,266 across all properties

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