

# Singer/Songwriter Night: JOHN FRANCIS O'MARA

DATE: Friday, November 14, 2025  
LOCATION: Frostburg, Maryland, US

## Event Description

Singer/Songwriter Night: JOHN FRANCIS O'MARA is a premier concerts event in Frostburg. 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:** 18/100

**Expected Attendance:** 25 people

**Event ID:** AA6o5X48Swx3ZpPRFv

## Hotel Demand Indicators

**ADR Impact Index:** 3.0x 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:** 10 across all properties

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