

Six and Sky Jazz Night, Kathryn Hopkins & Midnight Sun

DATE: Wednesday, August 13, 2025
LOCATION: Roanoke, Virginia, US

Event Description

Six and Sky Jazz Night, Kathryn Hopkins & Midnight Sun is a premier concerts event in Roanoke. 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: 34/100

Expected Attendance: 166 people

Event ID: CgWSSzfiLAamEPcLz6

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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