

“Sneakers, Soul & Celebration: Your 2026 NYE Destination!”

DATE: Wednesday, December 31, 2025
LOCATION: Westlake, Ohio, US

Event Description

“Sneakers, Soul & Celebration: Your 2026 NYE Destination!” is a premier concerts event in Westlake. 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: 156 people

Event ID: 47nCo5D5AzZKPzmN7L

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: 62 across all properties

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