

Stephen Brodsky's Octave Museum and 27

DATE: Saturday, January 10, 2026
LOCATION: Malden, Massachusetts, US

Event Description

Stephen Brodsky's Octave Museum and 27 is a premier concerts event in Malden. 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: 47/100

Expected Attendance: 677 people

Event ID: 3WxdrRDP2g6VJT6kyx

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 271 across all properties

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