

Steve Winwood

DATE: Wednesday, September 24, 2025
LOCATION: Morristown, New Jersey, US

Event Description

Steve Winwood is a premier concerts event in Morristown. 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: 54/100

Expected Attendance: 1,508 people

Event ID: BSvuEy7Dv27oCshTUv

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 603 across all properties

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