

Storage 24 at Hal & Mal s

DATE: Friday, August 15, 2025
LOCATION: Jackson, Mississippi, US

Event Description

Storage 24 at Hal & Mal s is a premier concerts event in Jackson. 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: 46/100

Expected Attendance: 633 people

Event ID: AfevhGKarHENQcmvLu

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 253 across all properties

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