

# Sunday Set: Queer Icons Only with DJ Skylan

DATE: Sunday, August 17, 2025  
LOCATION: Durham, North Carolina, US

## Event Description

Sunday Set: Queer Icons Only with DJ Skylan is a premier festivals event in Durham. 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:** festivals

**Importance Rank:** 40/100

**Expected Attendance:** 317 people

**Event ID:** HQVD9X4fTejFBT8XqL

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 127 across all properties

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