

Taylor Swift Laser Dance Party

DATE: Friday, August 15, 2025
LOCATION: Jacksonville, Florida, US

Event Description

Taylor Swift Laser Dance Party is a premier concerts event in Jacksonville. 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: 56/100

Expected Attendance: 2,023 people

Event ID: 3fipbCQ4vgA46v3rew

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 809 across all properties

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

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