

Taylor Swift The Eras Tour (Drag Version) Atlanta 11/9

DATE: Sunday, November 9, 2025
LOCATION: Dunwoody, Georgia, US

Event Description

Taylor Swift The Eras Tour (Drag Version) Atlanta 11/9 is a premier performing-arts event in Dunwoody. 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: performing-arts
Importance Rank: 46/100
Expected Attendance: 610 people
Event ID: HrDdkVstBZr5xr8r3R

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: 244 across all properties

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