

Tears for the Dying, Academy Order, and Now After Nothing

DATE: Thursday, December 18, 2025
LOCATION: Athens, Georgia, US

Event Description

Tears for the Dying, Academy Order, and Now After Nothing is a premier concerts event in Athens. 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: 36/100

Expected Attendance: 196 people

Event ID: 7u8nEAgW2wvCCuGwRX

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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