

TGIF Summer Concert Series - Midnight Rain

DATE: Friday, August 15, 2025
LOCATION: Suffolk, Virginia, US

Event Description

TGIF Summer Concert Series - Midnight Rain is a premier festivals event in Suffolk. 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: 41/100
Expected Attendance: 346 people
Event ID: JWSy59LPhog6gwxDUU

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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