

That 70's Band Chicagoland

DATE: Wednesday, August 13, 2025

LOCATION: Rockford, Illinois, US

Event Description

That 70's Band Chicagoland is a premier concerts event in Rockford. 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: 44/100

Expected Attendance: 482 people

Event ID: 9eaQYwBnaMmJGi9QoZ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 193 across all properties

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