

The Book of Mormon at Ovens Auditorium

DATE: Wednesday, August 13, 2025
LOCATION: Charlotte, North Carolina, US

Event Description

The Book of Mormon at Ovens Auditorium is a premier performing-arts event in Charlotte. 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: 54/100
Expected Attendance: 1,587 people
Event ID: BeeQRSL9Y3bKxZYyKW

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 635 across all properties

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

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