

The Christi Show, Susan Carol, and Jermaine Dolly

DATE: Wednesday, December 31, 2025
LOCATION: Virginia Beach, Virginia, US

Event Description

The Christi Show, Susan Carol, and Jermaine Dolly is a premier concerts event in Virginia Beach. 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: 51/100

Expected Attendance: 1,116 people

Event ID: GSJtwexVPUgnMGUwmq

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 446 across all properties

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