

The Droptines at Mesa Theater

DATE: Thursday, August 28, 2025
LOCATION: Grand Junction, Colorado, US

Event Description

The Droptines at Mesa Theater is a premier concerts event in Grand Junction. 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: 48/100

Expected Attendance: 750 people

Event ID: 6nDjVTKJFEaQyNHdw3

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 300 across all properties

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