

The Great Gatsby (Touring)

DATE: Wednesday, February 11, 2026

LOCATION: Louisville, Kentucky, US

Event Description

The Great Gatsby (Touring) is a premier performing-arts event in Louisville. 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: 53/100

Expected Attendance: 1,378 people

Event ID: 3cuLWWGr4JNfvhhPc6

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 551 across all properties

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