

The Head and the Heart with Hurray For The Riff Raff

DATE: Saturday, October 4, 2025
LOCATION: Oklahoma City, Oklahoma, US

Event Description

The Head and the Heart with Hurray For The Riff Raff is a premier concerts event in Oklahoma City. 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: 60/100
Expected Attendance: 3,322 people
Event ID: 65hPHCMwBGSy3xa4dX

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,329 across all properties

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