

The Marshall Tucker Band at The MSU Riley Center

DATE: Thursday, August 14, 2025
LOCATION: Meridian, Mississippi, US

Event Description

The Marshall Tucker Band at The MSU Riley Center is a premier concerts event in Meridian. 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: 821 people

Event ID: Aiu758GguPFfeMVJ7p8

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: 328 across all properties

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