

The Rap Massacre with ICMG (Boss Bray, LG Mack and Shadow Boy)

DATE: Saturday, October 18, 2025
LOCATION: Denver, Colorado, US

Event Description

The Rap Massacre with ICMG (Boss Bray, LG Mack and Shadow Boy) is a premier performing-arts event in Denver. 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: 50/100
Expected Attendance: 1,034 people
Event ID: AK4X2X78BzAvRHb3rh

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: 414 across all properties

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