

# The Razzle Dazzle Show: Musical Journey with James Brown & Motown

DATE: Friday, August 15, 2025  
LOCATION: Las Vegas, Nevada, US

## Event Description

The Razzle Dazzle Show: Musical Journey with James Brown & Motown is a premier performing-arts event in Las Vegas. 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:** 34/100

**Expected Attendance:** 158 people

**Event ID:** 47JHUwwwDjmr8ZnhKe

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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