

# The Rocky Horror Picture Show 50th Anniversary with Brad and Magenta

DATE: Friday, October 24, 2025  
LOCATION: Atlanta, Georgia, US

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## Event Description

The Rocky Horror Picture Show 50th Anniversary with Brad and Magenta is a premier performing-arts event in Atlanta. 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:** 49/100

**Expected Attendance:** 880 people

**Event ID:** Ebcu7mJRftAyHTG4uL

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 352 across all properties

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

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