

# The Sadies

DATE: Saturday, January 31, 2026  
LOCATION: Little Rock, Arkansas, US

---

## Event Description

The Sadies is a premier concerts event in Little Rock. 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:** 6/100

**Expected Attendance:** 6 people

**Event ID:** BWzg7iepGiNiugJi7z

## Hotel Demand Indicators

**ADR Impact Index:** 2.0x 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:** 2 across all properties

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