

They Might Be Giants (16+)(Rescheduled from 3/28/2025)

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

Event Description

They Might Be Giants (16+)(Rescheduled from 3/28/2025) is a premier concerts 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: concerts
Importance Rank: 56/100
Expected Attendance: 2,069 people
Event ID: 9VhdJN3WtGadF6DueA

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 828 across all properties

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