

# Thomas Rhett

DATE: Sunday, October 5, 2025  
LOCATION: Highland, California, US

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## Event Description

Thomas Rhett is a premier concerts event in Highland. 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:** 59/100

**Expected Attendance:** 2,807 people

**Event ID:** 5HxCVXsVei2EQjQ9wu

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,123 across all properties

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

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