

Thursday Live Music at WaterColor Beach Club

DATE: Thursday, August 14, 2025
LOCATION: Santa Rosa Beach, Florida, US

Event Description

Thursday Live Music at WaterColor Beach Club is a premier performing-arts event in Santa Rosa Beach. 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: 39/100

Expected Attendance: 294 people

Event ID: FyNDvEmfC9NEZB8YEy

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 118 across all properties

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