

Tommy James & The Shondells at Mayo Performing Arts Center

DATE: Thursday, August 14, 2025
LOCATION: Morristown, New Jersey, US

Event Description

Tommy James & The Shondells at Mayo Performing Arts Center is a premier concerts event in Morristown. 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: 50/100
Expected Attendance: 1,023 people
Event ID: KLuLdMtPYmstHh7nuf

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 409 across all properties

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