

Toto, Christopher Cross and Men At Work

DATE: Friday, August 15, 2025
LOCATION: Nashville, Tennessee, US

Event Description

Toto, Christopher Cross and Men At Work is a premier concerts event in Nashville. 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: 64/100

Expected Attendance: 4,758 people

Event ID: 69rF9tQ8NMwijuBTXt

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,903 across all properties

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