

Unionville Lions Club Concert in the Park featuring A Deeper Shade of Blue

DATE: Thursday, August 14, 2025
LOCATION: Monroe, North Carolina, US

Event Description

Unionville Lions Club Concert in the Park featuring A Deeper Shade of Blue is a premier concert event in Monroe. 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: 36/100

Expected Attendance: 208 people

Event ID: GcfPxguRvNKw2YsDrw

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 83 across all properties

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