

Urban Hang Suite Wednesdays with DJ Dark Nite

DATE: Wednesday, August 13, 2025
LOCATION: Gary, Indiana, US

Event Description

Urban Hang Suite Wednesdays with DJ Dark Nite is a premier concerts event in Gary. 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: 40/100

Expected Attendance: 320 people

Event ID: 3iBivHSPDmbJ92ifCi

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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