

Whitey Morgan and the 78's and Sam Morrow

DATE: Thursday, August 14, 2025
LOCATION: Indianapolis, Indiana, US

Event Description

Whitey Morgan and the 78's and Sam Morrow is a premier concerts event in Indianapolis. 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: 48/100

Expected Attendance: 763 people

Event ID: 7QgmigD5xrcEyn4MAF

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 305 across all properties

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