

Will Sims

DATE: Thursday, August 14, 2025
LOCATION: Havre de Grace, Maryland, US

Event Description

Will Sims is a premier concerts event in Havre de Grace. 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: 795 people

Event ID: G6gHqLpZZpsJuFPPhx

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: 318 across all properties

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