

Yacht Rock Revue (Moved to Madison Theater)

DATE: Tuesday, September 9, 2025
LOCATION: Covington, Kentucky, US

Event Description

Yacht Rock Revue (Moved to Madison Theater) is a premier concerts event in Covington. 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: 51/100

Expected Attendance: 1,160 people

Event ID: 8Axy8KrA8FvW9q7Hb6

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 464 across all properties

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