

YUNGBLUD and Sawyer Hill

DATE: Wednesday, September 3, 2025

LOCATION: Danville, Virginia, US

Event Description

YUNGBLUD and Sawyer Hill is a premier concerts event in Danville. 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: 1,148 people

Event ID: 7feNm8qVcBWdS43KqN

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: 459 across all properties

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