

Aaron Watson with special guest Jackson Hatch | PK GENERAL STORE

DATE: Saturday, August 30, 2025
LOCATION: Gordon, Texas, US

Event Description

Aaron Watson with special guest Jackson Hatch | PK GENERAL STORE is a premier festivals event in Gordon. 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: festivals

Importance Rank: 50/100

Expected Attendance: 978 people

Event ID: CammFLtY8jpT3oXESD

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: 391 across all properties

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