

Billy Strings with Bryan Sutton

DATE: Tuesday, September 16, 2025
LOCATION: Chattanooga, Tennessee, US

Event Description

Billy Strings with Bryan Sutton is a premier concerts event in Chattanooga. 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: 50/100

Expected Attendance: 969 people

Event ID: EX5DxEa434Btj9wvxQ

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: 388 across all properties

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