

# Buffalo River Bluegrass Festival

DATE: Thursday, September 11, 2025

LOCATION: Jasper, Arkansas, US

## Event Description

Buffalo River Bluegrass Festival is a premier festivals event in Jasper. 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:** 1,000 people

**Event ID:** 4PE9s9YwuDnN8cVdm4

## 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:** 400 across all properties

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