

# Charlie Parr at Mineral Springs Brewery

DATE: Thursday, August 21, 2025  
LOCATION: Owatonna, Minnesota, US

---

## Event Description

Charlie Parr at Mineral Springs Brewery is a premier concerts event in Owatonna. 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:** 1,003 people  
**Event ID:** GtsuZWpVkJWxosTrY9

## 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:** 401 across all properties

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

---