

Concert: Sheila Kay Adams & Donna Ray Norton Monday, August 18, 2025, 7 – 8pm

DATE: Monday, August 18, 2025
LOCATION: Brasstown, North Carolina, US

Event Description

Concert: Sheila Kay Adams & Donna Ray Norton Monday, August 18, 2025, 7 – 8pm is a premier festivals event in Brasstown. 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: 40/100

Expected Attendance: 320 people

Event ID: A8Yorqz7GWsbDiAZ3e

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 128 across all properties

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