

Concerts in the Park: '57 Chevy Band

DATE: Wednesday, August 20, 2025
LOCATION: Sauk Centre, Minnesota, US

Event Description

Concerts in the Park: '57 Chevy Band is a premier festivals event in Sauk Centre. 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: 42/100

Expected Attendance: 387 people

Event ID: 9tn3m4mNTFLQi8hGuE

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 155 across all properties

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