

Controllers & Chords: Live Music with. The Scarecrow Band featuring Clayton Dickey

DATE: Friday, August 15, 2025
LOCATION: Knightdale, North Carolina, US

Event Description

Controllers & Chords: Live Music with. The Scarecrow Band featuring Clayton Dickey is a premier performing-arts event in Knightdale. 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: performing-arts

Importance Rank: 37/100

Expected Attendance: 222 people

Event ID: C4beeUKPY3g9dQ8suG

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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