

Dead Night at The Riverside with Pickin' On The Dead

DATE: Friday, August 15, 2025
LOCATION: Boulder, Colorado, US

Event Description

Dead Night at The Riverside with Pickin' On The Dead is a premier festivals event in Boulder. 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: 46/100

Expected Attendance: 646 people

Event ID: 7RCxpmXDAKtiHkQq6H

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 258 across all properties

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