

Downtown Monroe Music on Main - August

DATE: Friday, August 22, 2025
LOCATION: Monroe, North Carolina, US

Event Description

Downtown Monroe Music on Main - August is a premier festivals event in Monroe. 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: 55/100

Expected Attendance: 1,753 people

Event ID: HTUU97rMiHsfwdFXy2

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 701 across all properties

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