

FUTUREBIRDS Acoustic Trio at Fortify Pizza & Burger Bar and Roadtown RumBar

DATE: Thursday, August 14, 2025
LOCATION: Clayton, Georgia, US

Event Description

FUTUREBIRDS Acoustic Trio at Fortify Pizza & Burger Bar and Roadtown RumBar is a premier concerts event in Clayton. 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: concerts
Importance Rank: 42/100
Expected Attendance: 396 people
Event ID: hqSU2YMZP6ozti2xeo

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: 158 across all properties

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