

Hank Williams Jr. with Old Crow Medicine Show

DATE: Friday, August 15, 2025
LOCATION: Des Moines, Iowa, US

Event Description

Hank Williams Jr. with Old Crow Medicine Show is a premier concerts event in Des Moines. 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: 66/100

Expected Attendance: 6,373 people

Event ID: 7gnTKtBmtBccHVEPZV

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,549 across all properties

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