

MAGIC HUNKS Live at Red Rock Bar & Grill (Brandon, SD)

DATE: Friday, August 15, 2025
LOCATION: Brandon, South Dakota, US

Event Description

MAGIC HUNKS Live at Red Rock Bar & Grill (Brandon, SD) is a premier performing-arts event in Brandon. 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: 39/100

Expected Attendance: 289 people

Event ID: 6iu2cnsX8NS3jcx8ka

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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