

Marty Stuart at Surf Ballroom & Museum

DATE: Thursday, August 28, 2025

LOCATION: Clear Lake, Iowa, US

Event Description

Marty Stuart at Surf Ballroom & Museum is a premier concerts event in Clear Lake. 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: 51/100

Expected Attendance: 1,105 people

Event ID: Gc5vbmCPgjuisqG66v

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 442 across all properties

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