

Midweek Music with Mackenzie Roark

DATE: Wednesday, August 13, 2025

LOCATION: Afton, Virginia, US

Event Description

Midweek Music with Mackenzie Roark is a premier performing-arts event in Afton. 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: 286 people

Event ID: 9ayxqJ2PshmGCXHz4M

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: 114 across all properties

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