

Molasses Sky Band LIVE at Mason Jar (Fri, Aug 15)

DATE: Friday, August 15, 2025
LOCATION: Fuquay-Varina, North Carolina, US

Event Description

Molasses Sky Band LIVE at Mason Jar (Fri, Aug 15) is a premier performing-arts event in Fuquay-Varina. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 4WvanHw6y34SavNqT2

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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