

# Music Under the Canopy

DATE: Friday, August 15, 2025  
LOCATION: Irvington, Virginia, US

---

## Event Description

Music Under the Canopy is a premier performing-arts event in Irvington. 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:** 40/100

**Expected Attendance:** 317 people

**Event ID:** F8GF9YenNAitHrNpd2

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 127 across all properties

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