

# Pop's Clash at the Coliseum: Country vs. Rock — Tyler Farr vs. Saliva

DATE: Saturday, December 27, 2025  
LOCATION: Poplar Bluff, Missouri, US

## Event Description

Pop's Clash at the Coliseum: Country vs. Rock — Tyler Farr vs. Saliva is a premier concerts event in Poplar Bluff. 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:** 64/100

**Expected Attendance:** 5,000 people

**Event ID:** 7tq2d335iwPpQG7eYv

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,000 across all properties

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