

Pure Prairie League, Atlanta Rhythm Section, Orleans, and Firefall

DATE: Sunday, August 17, 2025
LOCATION: Moorhead, Minnesota, US

Event Description

Pure Prairie League, Atlanta Rhythm Section, Orleans, and Firefall is a premier festivals event in Moorhead. 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,211 people

Event ID: Co49fwtef2p5XYHXKp

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 484 across all properties

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