

# Rodney Atkins Aug 15th in Owatonna, MN, Special Guest Adam Calvert at the Steele County Free Fair

DATE: Friday, August 15, 2025  
LOCATION: Owatonna, Minnesota, US

---

## Event Description

Rodney Atkins Aug 15th in Owatonna, MN, Special Guest Adam Calvert at the Steele County Free Fair is a premier concerts event in Owatonna. 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:** 41/100

**Expected Attendance:** 337 people

**Event ID:** DaDgGNpfYYpV9XsVxC

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/rodney-atkins-aug-15th-in-owatonna-mn-special-guest-adam-calvert-at-the-steele-county-free-fair>

Document generated on 6/4/2026, 3:45:15 PM