

Shaky Knees Music Festival at Piedmont Park

DATE: Sunday, September 21, 2025
LOCATION: Atlanta, Georgia, US

Event Description

Shaky Knees Music Festival at Piedmont Park is a premier festivals event in Atlanta. 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: 56/100

Expected Attendance: 1,987 people

Event ID: D5m8UJTemXCZsxkxRW

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 795 across all properties

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