

Stone Mountain Music Festival

DATE: Saturday, August 16, 2025
LOCATION: Stone Mountain, Georgia, US

Event Description

Stone Mountain Music Festival is a premier festivals event in Stone Mountain. 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: 54/100

Expected Attendance: 1,661 people

Event ID: A4qq3ZvUX4oUE6BW6n

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 664 across all properties

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

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