

Summer Concerts at the Jones House

DATE: Friday, June 6, 2025
LOCATION: Boone, North Carolina, US

Event Description

Summer Concerts at the Jones House is a premier festivals event in Boone. 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: 1,958 people

Event ID: FFGwLyUzfvYmXzmACN

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: 783 across all properties

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