

Sunset Series: The Waychangers * Sponsored by Blue Ridge Agents Insurance

DATE: Thursday, August 14, 2025
LOCATION: Stephens City, Virginia, US

Event Description

Sunset Series: The Waychangers * Sponsored by Blue Ridge Agents Insurance is a premier concerts event in Stephens City. 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: 34/100

Expected Attendance: 161 people

Event ID: 3h5D58MCG73VRc9Zfh

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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