

The Head and the Heart with Wilderado, Katie Pruitt

DATE: Friday, August 15, 2025
LOCATION: Troutdale, Oregon, US

Event Description

The Head and the Heart with Wilderado, Katie Pruitt is a premier concerts event in Troutdale. 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: 55/100

Expected Attendance: 1,813 people

Event ID: FLYPSwzhqKuqz5R2iz

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 725 across all properties

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