

The Rockville Roadkill Big Band and the sons of emperor norton

DATE: Wednesday, August 13, 2025
LOCATION: Crockett, California, US

Event Description

The Rockville Roadkill Big Band and the sons of emperor norton is a premier community event in Crockett. 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: community
Importance Rank: 37/100
Expected Attendance: 225 people
Event ID: Dhdp7eE2xJTF5qyVad

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 90 across all properties

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