

Thursdays On The Platz: Chester

DATE: Thursday, August 14, 2025
LOCATION: Vermillion, South Dakota, US

Event Description

Thursdays On The Platz: Chester is a premier concerts event in Vermillion. 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: 36/100

Expected Attendance: 211 people

Event ID: NZ7QevSoFHdsstBkxB

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: 84 across all properties

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