

Tony Williams @ Sickie's RC Concert

Thursdays | THU 8/21 | 5-9pm

DATE: Thursday, August 21, 2025
LOCATION: Rapid City, South Dakota, US

Event Description

Tony Williams @ Sickie's RC Concert Thursdays | THU 8/21 | 5-9pm is a premier festivals event in Rapid 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: festivals

Importance Rank: 39/100

Expected Attendance: 279 people

Event ID: 3AxN3CjJasSrnvpgom

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/tony-williams-sickies-rc-concert-thursdays-thu-821-5-9pm>

Document generated on 6/4/2026, 12:07:29 PM