

Tyler Richton & The High Bank Boys Live at JR's SouthPork Ranch

DATE: Thursday, August 14, 2025
LOCATION: Des Moines, Iowa, US

Event Description

Tyler Richton & The High Bank Boys Live at JR's SouthPork Ranch is a premier performing-arts event in Des Moines. 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 273 people
Event ID: GYqEKw57oRuY6cPwqK

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: 109 across all properties

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