

# Wednesday Night Free Summer Concert Series - HIGH RISE sponsored by Mustang Sallys

DATE: Wednesday, August 13, 2025  
LOCATION: Deadwood, South Dakota, US

---

## Event Description

Wednesday Night Free Summer Concert Series - HIGH RISE sponsored by Mustang Sallys is a premier community event in Deadwood. 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:** 30/100  
**Expected Attendance:** 100 people  
**Event ID:** 5uUFDMzm5WwVp8hV8n

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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