

Randy Travis - One-Page Highlights

Two Step Inn | 2026-04-18 to 2026-04-19 | Georgetown, TX

Tier B | Billing 19 | Priority 52% | Viral 30% | Hype 56%

Primary Capture Moments

- TikTok: Use "Diggin' Up Bones" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Forever and Ever, Amen" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Diggin' Up Bones" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Forever and Ever, Amen / Three Wooden Crosses".

Likely Song Triggers

- Forever and Ever, Amen: in-set 86% | opener 17% | closer+encore 83%
- Diggin' Up Bones: in-set 76% | opener 93% | closer+encore 0%
- Deeper Than the Holler: in-set 66% | opener 0% | closer+encore 0%
- On the Other Hand: in-set 65% | opener 0% | closer+encore 0%
- I Told You So: in-set 63% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Diggin' Up Bones" to maximize first-scroll retention.
- Save a hard cut reveal for "Forever and Ever, Amen" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Narrative cue: "Randy Travis makes tour appearance in wheelchair after stroke" is recurring in current chatter/news.

Operational Notes

- Signal source: youtube | confidence 24%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:06:05.536Z
- Poster day hint: unavailable