

Blues Traveler - One-Page Highlights

Bonnaroo Music & Arts Festival | 2026-06-11 to 2026-06-14 | Manchester, TN

Tier B | Billing 30 | Priority 55% | Viral 11% | Hype 51%

Primary Capture Moments

- TikTok: Use "Things Are Looking Up" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hook" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Things Are Looking Up" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hook / Hot for Teacher".

Likely Song Triggers

- Things Are Looking Up: in-set 15% | opener 50% | closer+encore 0%
- Run-Around: in-set 0% | opener 17% | closer+encore 0%
- But Anyway: in-set 0% | opener 0% | closer+encore 8%
- Carolina Blues: in-set 63% | opener 0% | closer+encore 9%
- The Devil Went Down to Georgia: in-set 56% | opener 27% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Things Are Looking Up" to maximize first-scroll retention.
- Save a hard cut reveal for "Hook" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 23%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T05:27:46.955Z
- Poster day hint: unavailable