

Randy Travis - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier C | Billing 247 | Priority 31% | Viral 28% | Hype 34%

Primary Capture Moments

- TikTok: Use "Diggin' Up Bones" as the first 8-second hook before crowd payoff.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Diggin' Up Bones" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

Likely Song Triggers

- Diggin' Up Bones: in-set 0% | opener 93% | closer+encore 0%
- Honky Tonk Moon: in-set 57% | opener 0% | closer+encore 0%
- Deeper Than the Holler: in-set 0% | opener 0% | closer+encore 0%
- 1982: in-set 0% | opener 0% | closer+encore 0%
- Better Class of Losers: in-set 61% | opener 0% | closer+encore 8%

Viral Clip Strategy

- Open with a 6-10s hook from "Diggin' Up Bones" to maximize first-scroll retention.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 17%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-11T05:29:18.355Z
- Poster day hint: Saturday