

Banana Bingo at Southern State

DATE: Wednesday, September 17, 2025

LOCATION: South Fulton, Tennessee, US

Event Description

Banana Bingo at Southern State is a premier festivals event in South Fulton. 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: festivals

Importance Rank: 53/100

Expected Attendance: 1,427 people

Event ID: Gn5eg4QyguR77qfGad

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 571 across all properties

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