

Cherokee History & Stories: Bauer, Blythe & The Blue Ridge Parkway

DATE: Sunday, August 17, 2025
LOCATION: Cherokee, North Carolina, US

Event Description

Cherokee History & Stories: Bauer, Blythe & The Blue Ridge Parkway is a premier festivals event in Cherokee. 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: 38/100
Expected Attendance: 251 people
Event ID: 4SfyHDFZ65KxGTHVXm

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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