

Cruise to Hot Rods and Hymns at Higgins Baptist Church

DATE: Saturday, August 16, 2025
LOCATION: Erwin, Tennessee, US

Event Description

Cruise to Hot Rods and Hymns at Higgins Baptist Church is a premier expos event in Erwin. 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: expos

Importance Rank: 45/100

Expected Attendance: 568 people

Event ID: 4Xn9sPqeeVyo7cLmMe

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 227 across all properties

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