

# Earth Treasures Gem, Mineral & Jewelry Show & Sale

DATE: Saturday, December 13, 2025  
LOCATION: Franklin, Tennessee, US

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## Event Description

Earth Treasures Gem, Mineral & Jewelry Show & Sale is a premier expos event in Franklin. 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:** 58/100  
**Expected Attendance:** 2,500 people  
**Event ID:** 42kVcD9J4rYGPPxnfQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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