

# Kick-Off at King's Landing: Model Home Grand Opening

DATE: Friday, August 22, 2025  
LOCATION: Murfreesboro, Tennessee, US

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## Event Description

Kick-Off at King's Landing: Model Home Grand Opening is a premier expos event in Murfreesboro. 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:** 40/100  
**Expected Attendance:** 307 people  
**Event ID:** E8V6EYYmsNaHF58R2w

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 across all properties

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