

# Knoxville Holiday Market

DATE: Saturday, December 6, 2025  
LOCATION: Knoxville, Tennessee, US

---

## Event Description

Knoxville Holiday Market is a premier expos event in Knoxville. 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:** 63/100

**Expected Attendance:** 4,696 people

**Event ID:** 5wbtBxJy7HNnGQDdAv

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,878 across all properties

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

---