

Knoxville Smokies vs Rocket City Trash Pandas

DATE: Sunday, August 17, 2025
LOCATION: Madison, Alabama, US

Event Description

Knoxville Smokies vs Rocket City Trash Pandas is a premier sports event in Madison. 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: sports

Importance Rank: 64/100

Expected Attendance: 5,289 people

Event ID: 7WaNLQSrsrda5NDkaK

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: 2,116 across all properties

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