

Late Night at Puckett's- Specials for Jeep Invasion

DATE: Thursday, August 21, 2025
LOCATION: Pigeon Forge, Tennessee, US

Event Description

Late Night at Puckett's- Specials for Jeep Invasion is a premier festivals event in Pigeon Forge. 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: festivals
Importance Rank: 42/100
Expected Attendance: 410 people
Event ID: GyW3W2peRCX4kNemPe

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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