

Live at Night Market on Main

DATE: Friday, October 24, 2025
LOCATION: Pleasant View, Tennessee, US

Event Description

Live at Night Market on Main is a premier festivals event in Pleasant View. 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: 50/100

Expected Attendance: 960 people

Event ID: EPZEBZinMzyD2ra42X

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 384 across all properties

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

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