

# Middle Tennessee Highland Games

DATE: Saturday, September 6, 2025  
LOCATION: Hendersonville, Tennessee, US

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## Event Description

Middle Tennessee Highland Games is a premier festivals event in Hendersonville. 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:** 53/100

**Expected Attendance:** 1,470 people

**Event ID:** BfriR5GXgSUcxSWqmS

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 588 across all properties

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

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