

Muddy Roots Music Festival at Junebug Ranch

DATE: Sunday, August 31, 2025
LOCATION: Cookeville, Tennessee, US

Event Description

Muddy Roots Music Festival at Junebug Ranch is a premier festivals event in Cookeville. 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: 52/100
Expected Attendance: 1,192 people
Event ID: 5h5NbtAWawwNHCBLjb

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 477 across all properties

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