

Rodeo Event Once Upon a Child Jackson TN

DATE: Saturday, August 16, 2025
LOCATION: Jackson, Tennessee, US

Event Description

Rodeo Event Once Upon a Child Jackson TN is a premier festivals event in Jackson. 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: 45/100

Expected Attendance: 578 people

Event ID: BGmVUc3M7k8CAaD45L

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 231 across all properties

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