

Rumble in the Brier - Fall Fest and Trunk or Treat

DATE: Saturday, October 25, 2025
LOCATION: Greenbrier, Tennessee, US

Event Description

Rumble in the Brier - Fall Fest and Trunk or Treat is a premier festivals event in Greenbrier. 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: 576 people

Event ID: 9dkBZLFJ6R7HsuVTTR

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: 230 across all properties

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