

The Middle Tennessee Food Truck Festival 2025

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

Event Description

The Middle Tennessee Food Truck Festival 2025 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: 51/100

Expected Attendance: 1,126 people

Event ID: 9ufhY95x4Vvcczw6S4

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: 450 across all properties

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