

# Touch-A-Truck 2024

DATE: Saturday, October 4, 2025  
LOCATION: Asheville, North Carolina, US

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## Event Description

Touch-A-Truck 2024 is a premier festivals event in Asheville. 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:** 48/100

**Expected Attendance:** 750 people

**Event ID:** 86dE8YJ7Xpo8N8bc5Y

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 300 across all properties

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