

Triple T's Ironman Rodeo Series event #3

DATE: Monday, August 18, 2025
LOCATION: Gray, Tennessee, US

Event Description

Triple T's Ironman Rodeo Series event #3 is a premier festivals event in Gray. 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: 43/100

Expected Attendance: 461 people

Event ID: BAdEHjxH4a3eBqfMT8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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