

West Asheville Tailgate Market - August

DATE: Tuesday, August 5, 2025
LOCATION: Asheville, North Carolina, US

Event Description

West Asheville Tailgate Market - August 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: 57/100
Expected Attendance: 2,203 people
Event ID: Bo2Uotq5tLV66WZABe

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 881 across all properties

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