

13th Annual Snowdrop ULTRA 55

DATE: Tuesday, December 30, 2025

LOCATION: Missouri City, Texas, US

Event Description

13th Annual Snowdrop ULTRA 55 is a premier community event in Missouri City. 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: community

Importance Rank: 27/100

Expected Attendance: 69 people

Event ID: BWEmavDeRjaTsgtCHN

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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

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