

2025 LOVESTOCK MUSIC FESTIVAL

DATE: Friday, September 12, 2025

LOCATION: Lovelady, Texas, US

Event Description

2025 LOVESTOCK MUSIC FESTIVAL is a premier festivals event in Lovelady. 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: 2,157 people

Event ID: D4w5nwpMq6Mkz3K2tn

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: 863 across all properties

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