

Andrew Peterson, Andy Gullahorn, Skye Peterson, and Jill Phillips

DATE: Sunday, December 14, 2025
LOCATION: Houston, Texas, US

Event Description

Andrew Peterson, Andy Gullahorn, Skye Peterson, and Jill Phillips is a premier concerts event in Houston. 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: concerts
Importance Rank: 60/100
Expected Attendance: 3,149 people
Event ID: 4rEU6EjBYZfzKLHUd7

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,260 across all properties

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