

Auburn McCormick Live at The Mimosas and Music Series

DATE: Sunday, August 24, 2025
LOCATION: Salado, Texas, US

Event Description

Auburn McCormick Live at The Mimosas and Music Series is a premier performing-arts event in Salado. 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 346 people
Event ID: 8qkJpFjT67cxs8APQ2

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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