

Bill Pickett Invitational Rodeo

DATE: Sunday, August 17, 2025
LOCATION: Fort Worth, Texas, US

Event Description

Bill Pickett Invitational Rodeo is a premier sports event in Fort Worth. 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: sports

Importance Rank: 57/100

Expected Attendance: 2,300 people

Event ID: E3rmzgLWSHQh4rnUh3

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: 920 across all properties

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