

Cain at Plaza Theatre

DATE: Wednesday, October 8, 2025

LOCATION: El Paso, Texas, US

Event Description

Cain at Plaza Theatre is a premier performing-arts event in El Paso. 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: 52/100

Expected Attendance: 1,194 people

Event ID: FasUvVWeRdJ9xNFQLM

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 478 across all properties

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