

Dom Cours & Company and Ken Key

DATE: Friday, December 5, 2025

LOCATION: Elgin, Texas, US

Event Description

Dom Cours & Company and Ken Key is a premier community event in Elgin. 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: community

Importance Rank: 41/100

Expected Attendance: 337 people

Event ID: 7J45fRHLrF2JqBwbRB

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: 135 across all properties

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