

Flatland Film Festival

DATE: Thursday, September 18, 2025

LOCATION: Lubbock, Texas, US

Event Description

Flatland Film Festival is a premier festivals event in Lubbock. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,159 people

Event ID: 9WuC3ra5utcCcrqW2U

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 464 across all properties

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

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<https://becircadian.com/events/flatland-film-festival>

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