

Gavin Adcock with The Castellows and Lanie Gardner

DATE: Friday, September 12, 2025
LOCATION: Irving, Texas, US

Event Description

Gavin Adcock with The Castellows and Lanie Gardner is a premier concerts event in Irving. 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: concerts

Importance Rank: 50/100

Expected Attendance: 964 people

Event ID: FLbiR9YJn6qiC7zNNz

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: 386 across all properties

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