

Howlidays at the Shacks

DATE: Saturday, December 13, 2025

LOCATION: The Colony, Texas, US

Event Description

Howlidays at the Shacks is a premier festivals event in The Colony. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 3CeC2DQdrfYFibX9Wr

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: 400 across all properties

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