

iCode Sugar Land Open House

DATE: Saturday, August 16, 2025
LOCATION: Missouri City, Texas, US

Event Description

iCode Sugar Land Open House is a premier expos event in Missouri City. 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: expos

Importance Rank: 50/100

Expected Attendance: 968 people

Event ID: DMPArP9987QjWk2n35

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: 387 across all properties

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