

Jagged Edge, Lloyd, and Eric Bellinger

DATE: Saturday, December 20, 2025

LOCATION: Sugar Land, Texas, US

Event Description

Jagged Edge, Lloyd, and Eric Bellinger is a premier concerts event in Sugar Land. 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: 61/100

Expected Attendance: 3,600 people

Event ID: BQ2DCf64HqrL5qo8wX

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,440 across all properties

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