

Jarrold Sterrett and The Hired Guns Band

DATE: Saturday, December 20, 2025

LOCATION: Krum, Texas, US

Event Description

Jarrold Sterrett and The Hired Guns Band is a premier festivals event in Krum. 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: 43/100

Expected Attendance: 424 people

Event ID: CfivzbnFLE8mnD9iJs

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 170 across all properties

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