

Jazz on the Square: Free Radicals

DATE: Friday, August 15, 2025
LOCATION: Sugar Land, Texas, US

Event Description

Jazz on the Square: Free Radicals 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: 31/100

Expected Attendance: 108 people

Event ID: 9N5WWmNc7cMEMwjJs9

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 43 across all properties

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