

Johnson City Market on the Square - August

DATE: Saturday, August 9, 2025
LOCATION: Johnson City, Texas, US

Event Description

Johnson City Market on the Square - August is a premier expos event in Johnson 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: 1,000 people
Event ID: 6R9wdz9MwqCX5RurVS

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.
