

# Juan Gotti, Mellowship, Fake It, and 5 others

DATE: Friday, August 15, 2025  
LOCATION: Houston, Texas, US

---

## Event Description

Juan Gotti, Mellowship, Fake It, and 5 others is a premier concerts event in Houston. 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:** 44/100

**Expected Attendance:** 517 people

**Event ID:** AXVnNVtB6ceDieF2rj

## 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:** 207 across all properties

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