

LEGO Free Play (*Adult Supervision Required)

DATE: Friday, September 19, 2025
LOCATION: Leander, Texas, US

Event Description

LEGO Free Play (*Adult Supervision Required) is a premier community event in Leander. 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: community

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: 34uNXvjNYmJouW2cFr

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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