

Live Music with Swaty

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

Event Description

Live Music with Swaty is a premier performing-arts 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 371 people
Event ID: GVhUfWvRpRo4q4Wcqq

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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

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