

# Maroon Monday Live! at Texas Music Cafe

## Aug 15 2025

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

---

### Event Description

Maroon Monday Live! at Texas Music Cafe Aug 15 2025 is a premier festivals event in Waco. 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:** festivals

**Importance Rank:** 41/100

**Expected Attendance:** 356 people

**Event ID:** Cf8jmPZubDL2hArYhn

### 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:** 142 across all properties

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

---