

Marshall Texas Arrowhead and Artifact Show

DATE: Friday, August 22, 2025
LOCATION: Marshall, Texas, US

Event Description

Marshall Texas Arrowhead and Artifact Show is a premier expos event in Marshall. 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: 56/100

Expected Attendance: 1,970 people

Event ID: 4xwiv4Ku4CzgXZisjv

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 788 across all properties

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