

Metroplex Wedding Show – Summer Edition 2025

DATE: Sunday, August 24, 2025
LOCATION: Highland Village, Texas, US

Event Description

Metroplex Wedding Show – Summer Edition 2025 is a premier expos event in Highland Village. 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: 54/100

Expected Attendance: 1,536 people

Event ID: 3BQS6oS8Y9o2fXtz5A

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 614 across all properties

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