

Midland Rockhounds vs Frisco RoughRiders

DATE: Saturday, August 16, 2025
LOCATION: Frisco, Texas, US

Event Description

Midland Rockhounds vs Frisco RoughRiders is a premier sports event in Frisco. 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: sports

Importance Rank: 65/100

Expected Attendance: 5,444 people

Event ID: 3sV7AEmejVtZn8iL4M

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,178 across all properties

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