

MIDTOWN MID MONTH MUSIC FEST - NEO SOUL vs JAZZ vs R&B

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

Event Description

MIDTOWN MID MONTH MUSIC FEST - NEO SOUL vs JAZZ vs R&B is a premier festivals event in Houston. 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: 37/100

Expected Attendance: 230 people

Event ID: 9dNv93RkDn2hKg8mqD

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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