

Milagro Plays SANTANA

DATE: Saturday, October 18, 2025

LOCATION: Cleburne, Texas, US

Event Description

Milagro Plays SANTANA is a premier concerts event in Cleburne. 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: concerts

Importance Rank: 38/100

Expected Attendance: 262 people

Event ID: 78nZho5BL8qXyr6Nn6

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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

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<https://becircadian.com/events/milagro-plays-santana>

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