

# MLS - Dallas vs Austin

DATE: Saturday, August 16, 2025

LOCATION: Austin, Texas, US

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## Event Description

MLS - Dallas vs Austin is a premier sports event in Austin. 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:** 76/100

**Expected Attendance:** 20,738 people

**Event ID:** GZBiwdjeh6cSD5csWX

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,295 across all properties

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

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