

# Moonshine Band/ Free 21 and over

DATE: Thursday, August 14, 2025

LOCATION: El Paso, Texas, US

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## Event Description

Moonshine Band/ Free 21 and over is a premier performing-arts event in El Paso. 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:** performing-arts

**Importance Rank:** 37/100

**Expected Attendance:** 214 people

**Event ID:** 7bC7Gfjd986hAkX3Ga

## 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:** 86 across all properties

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