

October Roar

DATE: Friday, October 31, 2025

LOCATION: McAllen, Texas, US

Event Description

October Roar is a premier community event in McAllen. 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: community

Importance Rank: 43/100

Expected Attendance: 470 people

Event ID: 5sDDAbE9VbnQnzjo6H

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 188 across all properties

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