

# Paint Night: Ready or Not?

DATE: Wednesday, August 13, 2025

LOCATION: Sugar Land, Texas, US

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## Event Description

Paint Night: Ready or Not? is a premier community event in Sugar Land. 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:** 28/100

**Expected Attendance:** 83 people

**Event ID:** 5RCRYrkbPQQsQqfUhG

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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

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<https://becircadian.com/events/paint-night-ready-or-not>

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