

Parker McCollum with Jarrod Morris

DATE: Wednesday, December 31, 2025

LOCATION: Fort Worth, Texas, US

Event Description

Parker McCollum with Jarrod Morris is a premier concerts event in Fort Worth. 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: 66/100

Expected Attendance: 6,371 people

Event ID: BqAE6UZgMdrnsfhddF

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,548 across all properties

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