

Salt Lake Bees vs Sugar Land Space Cowboys

DATE: Saturday, August 16, 2025
LOCATION: Sugar Land, Texas, US

Event Description

Salt Lake Bees vs Sugar Land Space Cowboys is a premier sports 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: sports

Importance Rank: 65/100

Expected Attendance: 5,498 people

Event ID: HWMDLLz3GcSCWrhBAD

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,199 across all properties

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