

Sawyer Brown with Kat Hasty

DATE: Thursday, September 11, 2025

LOCATION: Lubbock, Texas, US

Event Description

Sawyer Brown with Kat Hasty is a premier concerts event in Lubbock. 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: 63/100

Expected Attendance: 4,632 people

Event ID: EAc2ePr26JFYS59vz4

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,853 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/sawyer-brown-with-kat-hasty>

Document generated on 6/4/2026, 3:23:27 AM