

Sugar Land Branch Grand Opening

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

Event Description

Sugar Land Branch Grand Opening is a premier festivals 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: festivals

Importance Rank: 49/100

Expected Attendance: 851 people

Event ID: FVsPQqHpzBfXoc34cP

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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

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