

Summer in the Park Concert Series - Two Tons of Steel

DATE: Thursday, August 14, 2025
LOCATION: San Marcos, Texas, US

Event Description

Summer in the Park Concert Series - Two Tons of Steel is a premier concerts event in San Marcos. 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: 44/100

Expected Attendance: 500 people

Event ID: 6Yapc2LhUVgr6VKfp4

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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