

Summer Music Festival & Market

DATE: Saturday, August 16, 2025

LOCATION: McAllen, Texas, US

Event Description

Summer Music Festival & Market is a premier festivals event in McAllen. 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: 44/100

Expected Attendance: 483 people

Event ID: 8nj2FTAmnC4NaG3nJy

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: 193 across all properties

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