

# Tacos and Beats Fest featuring Rick Ross Keyshia Cole- Little Elm Texas

DATE: Saturday, October 4, 2025  
LOCATION: Little Elm, Texas, US

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## Event Description

Tacos and Beats Fest featuring Rick Ross Keyshia Cole- Little Elm Texas is a premier festivals event in Little Elm. 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:** 45/100

**Expected Attendance:** 587 people

**Event ID:** 8AZwtKPmgdEBrkxBpx

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 235 across all properties

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

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