

Tasha Cobbs Leonard

DATE: Thursday, November 6, 2025

LOCATION: Sugar Land, Texas, US

Event Description

Tasha Cobbs Leonard is a premier concerts 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: concerts

Importance Rank: 60/100

Expected Attendance: 3,039 people

Event ID: GPjSiPZHLhWYRx79Mx

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,216 across all properties

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

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<https://becircadian.com/events/tasha-cobbs-leonard>

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