

TCU Horned Frogs at SMU Mustangs Womens Volleyball (Exhibition)

DATE: Friday, August 22, 2025
LOCATION: Dallas, Texas, US

Event Description

TCU Horned Frogs at SMU Mustangs Womens Volleyball (Exhibition) is a premier expos event in Dallas. 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: expos

Importance Rank: 52/100

Expected Attendance: 1,243 people

Event ID: GG66Q2p2utZ7tobhHs

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 497 across all properties

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