

Texas String Assembly and Aruba team up for a Friday night party at the Continental Club Houston!

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

Event Description

Texas String Assembly and Aruba team up for a Friday night party at the Continental Club Houston! is a premier festivals event in Houston. 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: 37/100

Expected Attendance: 225 people

Event ID: 4AGJf7Bbd83LrwHdK7

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 90 across all properties

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

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