

Texas Tech Red Raiders vs Texas Longhorns Baseball

DATE: Saturday, September 27, 2025
LOCATION: Round Rock, Texas, US

Event Description

Texas Tech Red Raiders vs Texas Longhorns Baseball is a premier sports event in Round Rock. 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: sports

Importance Rank: 66/100

Expected Attendance: 6,032 people

Event ID: 7v4rWPN7RF9WRCbuU3

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,413 across all properties

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