

The Bright Light Social Hour and Starflake

DATE: Thursday, August 14, 2025

LOCATION: Austin, Texas, US

Event Description

The Bright Light Social Hour and Starflake is a premier concerts event in Austin. 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: 53/100

Expected Attendance: 1,401 people

Event ID: 9F5KDSPLAZWPUPdtpx

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 560 across all properties

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