

The Grand Gala: New Year's Eve Ball

DATE: Wednesday, December 31, 2025

LOCATION: Georgetown, Texas, US

Event Description

The Grand Gala: New Year's Eve Ball is a premier conferences event in Georgetown. 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: conferences

Importance Rank: 44/100

Expected Attendance: 476 people

Event ID: 8R7WN4QS5JefQZ54Cg

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 190 across all properties

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