

The Lone Star Reptile Expo in Amarillo is October 18th & 19th, 2025

DATE: Saturday, October 18, 2025
LOCATION: Amarillo, Texas, US

Event Description

The Lone Star Reptile Expo in Amarillo is October 18th & 19th, 2025 is a premier expos event in Amarillo. 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: 65/100

Expected Attendance: 5,470 people

Event ID: DwRwPbGHv5q24LFJcT

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,188 across all properties

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