

The Rob Gracia Band

DATE: Tuesday, February 10, 2026
LOCATION: South Padre Island, Texas, US

Event Description

The Rob Gracia Band is a premier community event in South Padre Island. 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: community

Importance Rank: 36/100

Expected Attendance: 200 people

Event ID: GPt2fDES5n8UQ3QXYa

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: 80 across all properties

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