

Toadies and Vandoliers

DATE: Saturday, August 30, 2025

LOCATION: Lubbock, Texas, US

Event Description

Toadies and Vandoliers is a premier concerts event in Lubbock. 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: 50/100

Expected Attendance: 977 people

Event ID: 8CrRuG8dYCpxRv8oqw

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 391 across all properties

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