

University of Texas at Dallas - Fall Graduation

DATE: Wednesday, December 17, 2025
LOCATION: Richardson, Texas, US

Event Description

University of Texas at Dallas - Fall Graduation is a premier academic event in Richardson. 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: academic

Importance Rank: 75/100

Expected Attendance: 16,800 people

Event ID: 65tDFAfHgsYhhTY6XA

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,720 across all properties

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