

Wichita Wind Surge vs Midland Rockhounds

DATE: Tuesday, August 19, 2025
LOCATION: Midland, Texas, US

Event Description

Wichita Wind Surge vs Midland Rockhounds is a premier sports event in Midland. 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: sports

Importance Rank: 66/100

Expected Attendance: 6,377 people

Event ID: 3h2ztz64oiZ5ENWP5b

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,551 across all properties

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