

ZZ Top with Summit

DATE: Tuesday, November 18, 2025
LOCATION: Wichita Falls, Texas, US

Event Description

ZZ Top with Summit is a premier concerts event in Wichita Falls. 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: 64/100

Expected Attendance: 4,925 people

Event ID: E3NLR2bnjrdF4FBSQT

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,970 across all properties

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