

# 2025 Aloha Week Festivals Floral Parade - L æ »i P » ° Væ—B gVæG& —6W

DATE: Sunday, August 17, 2025  
LOCATION: Honolulu, Hawaii, US

## Event Description

2025 Aloha Week Festivals Floral Parade - L æ »i P » ° Unit Fundraiser is a premier festivals event in Honolulu. 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:** festivals

**Importance Rank:** 40/100

**Expected Attendance:** 301 people

**Event ID:** GRk2D533AQ5w5S5L2U

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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