

After-Hours Mixer @ Heritage Bank of Commerce's Hot August Nights

DATE: Thursday, August 21, 2025
LOCATION: Morgan Hill, California, US

Event Description

After-Hours Mixer @ Heritage Bank of Commerce's Hot August Nights is a premier expos event in Morgan Hill. 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: expos

Importance Rank: 43/100

Expected Attendance: 429 people

Event ID: 7L4yEmvjTJmHzKk5hR

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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