

Arts in River Park Festival

DATE: Saturday, August 16, 2025
LOCATION: Sacramento, California, US

Event Description

Arts in River Park Festival is a premier festivals event in Sacramento. 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: 47/100

Expected Attendance: 690 people

Event ID: G3BE8eSBvM7QCaxvJB

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 276 across all properties

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