

Avara at The Peppermint Club

DATE: Friday, August 15, 2025
LOCATION: West Hollywood, California, US

Event Description

Avara at The Peppermint Club is a premier concerts event in West Hollywood. 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: 44/100

Expected Attendance: 523 people

Event ID: 32xwccbEkoiYARStuY

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: 209 across all properties

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

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