

BE THE DIFFERENCE. BE THE DONOR.

American Red Cross Blood Drive at RSA

DATE: Wednesday, August 20, 2025
LOCATION: Los Angeles, California, US

Event Description

BE THE DIFFERENCE. BE THE DONOR. American Red Cross Blood Drive at RSA is a premier expos event in Los Angeles. 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: 51/100
Expected Attendance: 1,150 people
Event ID: 6EPvUU8Ax3MQwRrDGM

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 460 across all properties

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