

# Black Eyed Peas

DATE: Wednesday, August 27, 2025  
LOCATION: Pasay, Metro Manila, PH

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## Event Description

Black Eyed Peas is a premier concerts event in Pasay. 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:** J2F56r4k69ScECRGeh

## 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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