

Blue Monday w/ Mike Hammar @ Almond Tree - Aug 18th

DATE: Monday, August 18, 2025
LOCATION: Roseville, California, US

Event Description

Blue Monday w/ Mike Hammar @ Almond Tree - Aug 18th is a premier festivals event in Roseville. 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: 40/100
Expected Attendance: 326 people
Event ID: 7pmnhisYdu4raSin5n

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 130 across all properties

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