

BMW M SPORT Event by BMW Monterey

DATE: Wednesday, August 13, 2025

LOCATION: Seaside, California, US

Event Description

BMW M SPORT Event by BMW Monterey is a premier expos event in Seaside. 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: 44/100

Expected Attendance: 494 people

Event ID: BjzAAEQj77syT9eFq2

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: 198 across all properties

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