

BRUSHSTROKES - Annual juried exhibit of California painting

DATE: Saturday, August 16, 2025
LOCATION: Morro Bay, California, US

Event Description

BRUSHSTROKES - Annual juried exhibit of California painting is a premier expos event in Morro Bay. 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: 45/100

Expected Attendance: 566 people

Event ID: MSJv4uSn3oWhhUXWqc

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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