

Casper Magico and Totoy El Frio

DATE: Friday, August 15, 2025
LOCATION: West Palm Beach, Florida, US

Event Description

Casper Magico and Totoy El Frio is a premier concerts event in West Palm Beach. 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: 41/100

Expected Attendance: 337 people

Event ID: 4tunUM7T3ykMG27ZQr

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 135 across all properties

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