

Classic Journey ROCKS NEWPORT BEACH!

DATE: Friday, August 15, 2025
LOCATION: Newport Beach, California, US

Event Description

Classic Journey ROCKS NEWPORT BEACH! is a premier community event in Newport 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: community
Importance Rank: 39/100
Expected Attendance: 277 people
Event ID: DbR6XwJvaj5BcXoGyY

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 111 across all properties

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