

Damon Castillo Band & Colleen Rhatigan at Concerts in the Plaza

DATE: Friday, August 15, 2025
LOCATION: San Luis Obispo, California, US

Event Description

Damon Castillo Band & Colleen Rhatigan at Concerts in the Plaza is a premier concerts event in San Luis Obispo. 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: 374 people

Event ID: GdttAHxk6Rv3m9EG5f

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: 150 across all properties

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