

Dave Koz Summer Horns with Marcus Anderson

DATE: Friday, August 15, 2025
LOCATION: Napa, California, US

Event Description

Dave Koz Summer Horns with Marcus Anderson is a premier concerts event in Napa. 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: 43/100

Expected Attendance: 464 people

Event ID: BoKYodARt9ia9h9w78

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: 186 across all properties

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