

Dirty Side Down at In The Zone - Golden (Friday August 15th)

DATE: Friday, August 15, 2025
LOCATION: Golden, Colorado, US

Event Description

Dirty Side Down at In The Zone - Golden (Friday August 15th) is a premier sports event in Golden. 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: sports
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 95K6LJBgj7VC9VwuDj

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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