

DJ OWEN (San Francisco) at AREA 51 - New & Classic Goth Industrial Dance Party - FREE before 10 pm

DATE: Saturday, August 16, 2025
LOCATION: Salt Lake City, Utah, US

Event Description

DJ OWEN (San Francisco) at AREA 51 - New & Classic Goth Industrial Dance Party - FREE before 10 pm is a premier festivals event in Salt Lake City. 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: festivals

Importance Rank: 41/100

Expected Attendance: 340 people

Event ID: 6JaUKL8ES54S7keugJ

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: 136 across all properties

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