

Fest Forums Santa Barbara

DATE: Wednesday, February 11, 2026
LOCATION: Santa Barbara, California, US

Event Description

Fest Forums Santa Barbara is a premier conferences event in Santa Barbara. 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: conferences

Importance Rank: 48/100

Expected Attendance: 800 people

Event ID: FtV7Zx2nVZs3zBtYGQ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 320 across all properties

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