

# Friday Night Live Concerts Series - Featuring SEGA Genecide

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

---

## Event Description

Friday Night Live Concerts Series - Featuring SEGA Genecide is a premier concerts event in Fullerton. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** FGPMWZUjqm4AsVTjPS

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/friday-night-live-concerts-series-featuring-sega-genecide>

Document generated on 6/4/2026, 8:24:44 AM