

Game Day Ghouls: Summerween Event

DATE: Sunday, August 17, 2025
LOCATION: West Covina, California, US

Event Description

Game Day Ghouls: Summerween Event is a premier festivals event in West Covina. 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: 38/100

Expected Attendance: 248 people

Event ID: DDCfwW4qj78xpvUaqV

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 99 across all properties

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