

Hidden City Sound Series: Back Pocket Whiskey Fellas FT ChickenHawk

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

Event Description

Hidden City Sound Series: Back Pocket Whiskey Fellas FT ChickenHawk is a premier festivals event in Escondido. 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: 245 people

Event ID: 45AH2ySxiibU2LpgbA

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: 98 across all properties

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