

HUNKS The Show at Barrel Proof Lounge (Santa Rosa, CA) 8/14/25

DATE: Thursday, August 14, 2025
LOCATION: Santa Rosa, California, US

Event Description

HUNKS The Show at Barrel Proof Lounge (Santa Rosa, CA) 8/14/25 is a premier performing-arts event in Santa Rosa. 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: performing-arts

Importance Rank: 33/100

Expected Attendance: 137 people

Event ID: 6u5hbpRjbdARXZVfL5

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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