

# Hurricane Peach Days

DATE: Thursday, August 28, 2025

LOCATION: Hurricane, Utah, US

---

## Event Description

Hurricane Peach Days is a premier festivals event in Hurricane. 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:** 50/100

**Expected Attendance:** 980 people

**Event ID:** 3AkCsSCWMBz5U6Zjtw

## 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:** 392 across all properties

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