

Indigo After Hours Night Market

DATE: Saturday, November 15, 2025
LOCATION: Pasadena, California, US

Event Description

Indigo After Hours Night Market is a premier festivals event in Pasadena. 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: 48/100

Expected Attendance: 779 people

Event ID: FyumJbEE4YtmiJjahr

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 312 across all properties

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

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