

International Pop Overthrow San Diego

DATE: Friday, August 15, 2025
LOCATION: San Diego, California, US

Event Description

International Pop Overthrow San Diego is a premier festivals event in San Diego. 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: 47/100

Expected Attendance: 720 people

Event ID: HqM8SNxCk2RYPP6sRq

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 288 across all properties

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