

IRMA Planning Workshop

DATE: Wednesday, August 13, 2025
LOCATION: San Marino, California, US

Event Description

IRMA Planning Workshop is a premier community event in San Marino. 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: community

Importance Rank: 35/100

Expected Attendance: 169 people

Event ID: 5v9v6xo7t4RWwkai3g

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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