

# Kings of Queen Saturday August 23rd 8:30pm Miracle Springs Resort and Spa

DATE: Saturday, August 23, 2025  
LOCATION: Desert Hot Springs, California, US

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## Event Description

Kings of Queen Saturday August 23rd 8:30pm Miracle Springs Resort and Spa is a premier concerts event in Desert Hot Springs. 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:** concerts

**Importance Rank:** 53/100

**Expected Attendance:** 1,492 people

**Event ID:** 72fY2HhCkFtVYRcvqv

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 597 across all properties

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

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