

Kream with Script

DATE: Friday, August 15, 2025
LOCATION: Santa Ana, California, US

Event Description

Kream with Script is a premier concerts event in Santa Ana. 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: 50/100

Expected Attendance: 1,031 people

Event ID: BoLLap26u4FQPy9Mhv

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: 412 across all properties

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