

LEO BASH: John Varn x Tommy O'Mahony

• Live at Mac's

DATE: Sunday, August 17, 2025
LOCATION: Fairfax, California, US

Event Description

LEO BASH: John Varn x Tommy O'Mahony • Live at Mac's is a premier festivals event in Fairfax. 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: 39/100
Expected Attendance: 271 people
Event ID: Cvw9Fp6XHMWQj6yqcP

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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