

Ø=Þ LIVE AT THE WAYFARER!Ø=Þ &j

DATE: Friday, October 24, 2025
LOCATION: Costa Mesa, California, US

Event Description

Ø=Þ LIVE AT THE WAYFARER!Ø=Þ &j is a premier community event in Costa Mesa. 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: 43/100

Expected Attendance: 440 people

Event ID: G78ivcy5MgBMtmiie5

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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

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