

Mike Sherm, Big Sad 1900, EKE, and Lil Vada

DATE: Saturday, January 3, 2026
LOCATION: Los Angeles, California, US

Event Description

Mike Sherm, Big Sad 1900, EKE, and Lil Vada is a premier concerts event in Los Angeles. 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: 60/100
Expected Attendance: 3,046 people
Event ID: GUHMRGi8XxZsraZ8v7

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,218 across all properties

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