

# NB RIDAZ LIVE IN CHICO CA

DATE: Friday, August 15, 2025  
LOCATION: Chico, California, US

---

## Event Description

NB RIDAZ LIVE IN CHICO CA is a premier concerts event in Chico. 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:** 34/100

**Expected Attendance:** 159 people

**Event ID:** GAdYWBJ8xWaVjdohC2

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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

---