

New Year's Eve Sound Bath & Cacao Ceremony!

DATE: Wednesday, December 31, 2025
LOCATION: Santa Rosa, California, US

Event Description

New Year's Eve Sound Bath & Cacao Ceremony! is a premier concerts event in Santa Rosa. 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: 54/100

Expected Attendance: 1,600 people

Event ID: 3z9on9s26TXcVZyDX3

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 640 across all properties

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