

Nicole Scherzinger

DATE: Thursday, October 30, 2025
LOCATION: Los Angeles, California, US

Event Description

Nicole Scherzinger 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: 54/100

Expected Attendance: 1,664 people

Event ID: A2n2xCJuLFyKR9RtW

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: 666 across all properties

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