

NIGHTBRAIN w/ The Sand Gators

DATE: Saturday, August 16, 2025
LOCATION: Nevada City, California, US

Event Description

NIGHTBRAIN w/ The Sand Gators is a premier concerts event in Nevada City. 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: 37/100

Expected Attendance: 234 people

Event ID: 3kFGkaUsKjkZZq5Gtw

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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

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