

Nocturnal Wonderland Festival at Glen Helen Regional Park

DATE: Sunday, September 14, 2025
LOCATION: San Bernardino, California, US

Event Description

Nocturnal Wonderland Festival at Glen Helen Regional Park is a premier festivals event in San Bernardino. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,080 people

Event ID: DBPNB6DadhcEs5WdQu

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 432 across all properties

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