

Not for Radio - winter in the garden - 1/7

DATE: Wednesday, January 7, 2026

LOCATION: Oakland, California, US

Event Description

Not for Radio - winter in the garden - 1/7 is a premier concerts event in Oakland. 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: 60/100

Expected Attendance: 3,016 people

Event ID: 6mrNG48kBFmE75E3dB

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,206 across all properties

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