

Old Town Music Festival

DATE: Friday, September 19, 2025
LOCATION: Menifee, California, US

Event Description

Old Town Music Festival is a premier festivals event in Menifee. 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: 50/100

Expected Attendance: 1,017 people

Event ID: 4FEF4GiEQ2Y5CeozbL

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: 407 across all properties

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