

Oscar Maydon at SOMA San Diego

DATE: Friday, October 10, 2025
LOCATION: San Diego, California, US

Event Description

Oscar Maydon at SOMA San Diego is a premier concerts event in San Diego. 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: 57/100

Expected Attendance: 2,277 people

Event ID: DPxmBiwMU8nhT7mZFR

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 911 across all properties

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