

Pageant of the Masters

DATE: Thursday, August 14, 2025
LOCATION: Laguna Beach, California, US

Event Description

Pageant of the Masters is a premier performing-arts event in Laguna Beach. 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: performing-arts

Importance Rank: 54/100

Expected Attendance: 1,670 people

Event ID: 9xQBD3PsYdkqCwsYSt

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 668 across all properties

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