

Pink Martini with China Forbes and Storm Large

DATE: Saturday, August 23, 2025
LOCATION: Los Angeles, California, US

Event Description

Pink Martini with China Forbes and Storm Large is a premier concerts event in Los Angeles. 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: 3,208 people
Event ID: 8sEaDpJhE7d3JspoG4

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: 1,283 across all properties

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