

Planet Desert Rock Weekend VI in Las Vegas - Jan. 29-Feb.1, 2026

DATE: Thursday, January 29, 2026
LOCATION: Las Vegas, Nevada, US

Event Description

Planet Desert Rock Weekend VI in Las Vegas - Jan. 29-Feb.1, 2026 is a premier community event in Las Vegas. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 6XAMBGH9XhXWhVqobf

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 40 across all properties

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