

PRS Tarot Salon Presents The Tower- Tear It Down and Start Again

DATE: Saturday, August 16, 2025
LOCATION: Los Angeles, California, US

Event Description

PRS Tarot Salon Presents The Tower- Tear It Down and Start Again is a premier conferences 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: conferences

Importance Rank: 32/100

Expected Attendance: 120 people

Event ID: xQLCnadfaFfBo7ZAAs

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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