

PSULA ANNUAL BEACH DAY!

DATE: Saturday, August 16, 2025
LOCATION: Santa Monica, California, US

Event Description

PSULA ANNUAL BEACH DAY! is a premier sports event in Santa Monica. 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: Bf8rWMyS6V4WUMMkXQ

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.
