

Rjae HAAS Band @ GUGLIELMO Winery Vines & Vibes Summer Concerts

DATE: Wednesday, August 13, 2025
LOCATION: Morgan Hill, California, US

Event Description

Rjae HAAS Band @ GUGLIELMO Winery Vines & Vibes Summer Concerts is a premier community event in Morgan Hill. 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: 33/100

Expected Attendance: 148 people

Event ID: FhC8e4Mam4HasAwm27

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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