

# Rock, Gem & Jewelry Show

DATE: Saturday, September 20, 2025

LOCATION: Chico, California, US

## Event Description

Rock, Gem & Jewelry Show is a premier expos event in Chico. 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:** expos

**Importance Rank:** 60/100

**Expected Attendance:** 3,000 people

**Event ID:** 5PfrYmgzMeE5sbY4og

## 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:** 1,200 across all properties

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

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<https://becircadian.com/events/rock-gem-jewelry-show>

Document generated on 6/4/2026, 2:39:31 AM