

# Rock The Collection

DATE: Wednesday, August 13, 2025

LOCATION: Oxnard, California, US

---

## Event Description

Rock The Collection is a premier concerts event in Oxnard. 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:** concerts

**Importance Rank:** 41/100

**Expected Attendance:** 346 people

**Event ID:** H3myfoiH4NwBb6poN2

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 138 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/rock-the-collection>

Document generated on 6/3/2026, 9:44:21 PM