

Rum Tiki Social: Monsters & Mai Tais

DATE: Sunday, August 24, 2025
LOCATION: Long Beach, California, US

Event Description

Rum Tiki Social: Monsters & Mai Tais is a premier expos event in Long Beach. 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: 50/100

Expected Attendance: 991 people

Event ID: E2R2i6pHcLoqKU96c8

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 396 across all properties

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