

# Salsa CRASH Course Cuban-style for Beginners (Partner Dancing)

DATE: Thursday, November 6, 2025  
LOCATION: Santa Cruz, California, US

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## Event Description

Salsa CRASH Course Cuban-style for Beginners (Partner Dancing) is a premier community event in Santa Cruz. 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:** 137 people

**Event ID:** 4fPEB9VQm4gYaEoChw

## 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:** 55 across all properties

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

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