

SCARE THE ROCK OUT OF YOU! MMG at the Wild Idol Saloon

DATE: Friday, October 31, 2025
LOCATION: Byron, California, US

Event Description

SCARE THE ROCK OUT OF YOU! MMG at the Wild Idol Saloon is a premier community event in Byron. 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: 149 people

Event ID: BsJWuxdjg9uPFJcrZ8

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: 60 across all properties

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