

# SGAANAGWA: 2025 Concerts at the Pier, presented by TD Ready Commitment

DATE: Thursday, August 14, 2025  
LOCATION: West Palm Beach, Florida, US

---

## Event Description

SGAANAGWA: 2025 Concerts at the Pier, presented by TD Ready Commitment is a premier concerts event in West Palm 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:** concerts

**Importance Rank:** 44/100

**Expected Attendance:** 513 people

**Event ID:** 3QYWqWGR7nSJU6dsHq

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 205 across all properties

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

---