

Sta. Rita Hills Wine Alliance Wine and Fire 2025

DATE: Thursday, August 14, 2025
LOCATION: Lompoc, California, US

Event Description

Sta. Rita Hills Wine Alliance Wine and Fire 2025 is a premier festivals event in Lompoc. 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: festivals

Importance Rank: 46/100

Expected Attendance: 668 people

Event ID: 6xyVysqfGyzGx9m3qh

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 267 across all properties

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