# Sullivan King

DATE: Saturday, August 16, 2025
LOCATION: San Diego, California, US

## Event Description

Sullivan King is a premier concerts event in San Diego. 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:** 50/100
**Expected Attendance:** 1,044 people
**Event ID:** 8FVzUzxLrNVYNkZPy9

## 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:** 418 across all properties

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