

# SWWIM: Taylor Byas + Rosa Sophia Godshall

DATE: Thursday, November 13, 2025  
LOCATION: Miami Beach, Florida, US

## Event Description

SWWIM: Taylor Byas + Rosa Sophia Godshall is a premier performing-arts event in Miami 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:** performing-arts

**Importance Rank:** 29/100

**Expected Attendance:** 93 people

**Event ID:** 7wL9kJ5GDkEakwvCSH

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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