

The Art of Science: Drawing Natural History

DATE: Thursday, August 21, 2025
LOCATION: Santa Barbara, California, US

Event Description

The Art of Science: Drawing Natural History is a premier expos event in Santa Barbara. 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: expos

Importance Rank: 44/100

Expected Attendance: 512 people

Event ID: 8QBW9B75UhsFLMZpzR

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.
