

The Cover Girls, Rick James, Teena Marie in Pico Rivera

DATE: Saturday, August 16, 2025
LOCATION: Pico Rivera, California, US

Event Description

The Cover Girls, Rick James, Teena Marie in Pico Rivera is a premier concerts event in Pico Rivera. 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: 36/100

Expected Attendance: 202 people

Event ID: 5GzDCXCCi9d9d2D9Bp

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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