

The KISS Kruise: Land-Locked In Vegas at Virgin Hotels Las Vegas

DATE: Sunday, November 16, 2025
LOCATION: Las Vegas, Nevada, US

Event Description

The KISS Kruise: Land-Locked In Vegas at Virgin Hotels Las Vegas is a premier festivals event in Las Vegas. 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: 48/100

Expected Attendance: 750 people

Event ID: 9azX6oSMnu89853F4e

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 300 across all properties

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