

The Monterey Drive Concert

DATE: Wednesday, August 13, 2025
LOCATION: St. Louis Park, Minnesota, US

Event Description

The Monterey Drive Concert is a premier festivals event in St. Louis Park. 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: 38/100

Expected Attendance: 256 people

Event ID: Hc8yFCj3o4nTqvEwLA

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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