

# THE PILLOW FIGHT MASSACRE

DATE: Saturday, October 25, 2025

LOCATION: Honolulu, Hawaii, US

## Event Description

THE PILLOW FIGHT MASSACRE is a premier community event in Honolulu. 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:** community

**Importance Rank:** 16/100

**Expected Attendance:** 20 people

**Event ID:** 3bTDHZTjRXYKZweLyu

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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