

Too Faced Born This Way Pop-Up - Irvine, CA

DATE: Friday, September 5, 2025
LOCATION: Irvine, California, US

Event Description

Too Faced Born This Way Pop-Up - Irvine, CA is a premier expos event in Irvine. 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: 47/100

Expected Attendance: 691 people

Event ID: AjJ7xhbTQrPaV4KDe2

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 276 across all properties

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