

Twin Shadow:: SOhO:: Santa Barbara 8/29

DATE: Saturday, August 30, 2025
LOCATION: Santa Barbara, California, US

Event Description

Twin Shadow:: SOhO:: Santa Barbara 8/29 is a premier community event in Santa Barbara. 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: 40/100

Expected Attendance: 300 people

Event ID: GcfjguuA9JkcnWadvC

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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