

Tyler Rich in Wheatland

DATE: Thursday, August 21, 2025
LOCATION: Wheatland, California, US

Event Description

Tyler Rich in Wheatland is a premier concerts event in Wheatland. 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: concerts

Importance Rank: 38/100

Expected Attendance: 240 people

Event ID: 68XMc9yUZqdHK3g8Lb

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: 96 across all properties

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