

# Villagefest - January

DATE: Thursday, January 1, 2026  
LOCATION: Palm Springs, California, US

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## Event Description

Villagefest - January is a premier expos event in Palm Springs. 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:** 72/100  
**Expected Attendance:** 12,000 people  
**Event ID:** 7dveHEkxitvJargvja

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 4,800 across all properties

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

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