

Western Secondary Market Conference

DATE: Monday, August 11, 2025
LOCATION: Rancho Palos Verdes, California, US

Event Description

Western Secondary Market Conference is a premier conferences event in Rancho Palos Verdes. 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: conferences

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: FDs69ugwkWj94hH96M

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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