

Wet Hop Weekend

DATE: Thursday, August 28, 2025

LOCATION: Chico, California, US

Event Description

Wet Hop Weekend is a premier festivals event in Chico. 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,216 people

Event ID: HLLvNcFVECfdgNDeWw

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 486 across all properties

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

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<https://becircadian.com/events/wet-hop-weekend>

Document generated on 6/3/2026, 11:03:20 PM