

# Wicca Phase Springs Eternal and Golden Apples

DATE: Monday, September 22, 2025  
LOCATION: Mesa, Arizona, US

## Event Description

Wicca Phase Springs Eternal and Golden Apples is a premier concerts event in Mesa. 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:** 50/100

**Expected Attendance:** 954 people

**Event ID:** FoueJjcFLuQLXgd9Q4

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 382 across all properties

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