

YAMA / D MA Rocks at The VIPER ROOM

DATE: Saturday, September 13, 2025
LOCATION: West Hollywood, California, US

Event Description

YAMA / D MA Rocks at The VIPER ROOM is a premier community event in West Hollywood. 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: community
Importance Rank: 38/100
Expected Attendance: 250 people
Event ID: 3sa3R97Kii7jNiqLLE

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: 100 across all properties

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