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# Wristbands and Room Service: Music Festivals Check In to Hotels

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**By Sheila Marikar**

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By the pool, bass boomed from towering speakers. Inside, stanchions blocked the elevators. One dinged, the doors opened, and hoard of wristband wearing revelers poured out. This was a five-star hotel, but over one weekend this fall, it turned into a 48-hour dance party.

Wise to the popularity of zeigeisty gatherings like Coachella and Burning Man, hotels are staging their own music festivals, trying to lure travelers obsessed with finding the next thing to post about on social media. In December, the Hotel Paseo in Palm Desert, Calif. put on an “Airstream Palooza,” a free music festival arrayed around renovated airstream trailers.