

33rd FOG Festival of India - Mela & Parade

DATE: Saturday, August 16, 2025
LOCATION: Fremont, California, US

Event Description

33rd FOG Festival of India - Mela & Parade is a premier festivals event in Fremont. 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: 58/100

Expected Attendance: 2,470 people

Event ID: 9pw6tUFH7AAZidXaMY

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 988 across all properties

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

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Document generated on 6/4/2026, 4:44:18 PM