

After Dark: Unplug and Play

DATE: Thursday, August 21, 2025
LOCATION: San Francisco, California, US

Event Description

After Dark: Unplug and Play is a premier expos event in San Francisco. 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: expos

Importance Rank: 46/100

Expected Attendance: 658 people

Event ID: AVe3cZSE7XCDh5jdCC

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 263 across all properties

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