

CONNECT SESSIONS | Weed Fashion Conect

DATE: Saturday, August 16, 2025
LOCATION: São Francisco, Paraná, BR

Event Description

CONNECT SESSIONS | Weed Fashion Conect is a premier concerts event in São 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: concerts

Importance Rank: 40/100

Expected Attendance: 329 people

Event ID: 9b3jPWErb4Jxg8vhr9

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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