

# HEAVY METAL FUNDRAISER SHOW

DATE: Sunday, August 31, 2025  
LOCATION: Fresno, California, US

---

## Event Description

HEAVY METAL FUNDRAISER SHOW is a premier community event in Fresno. 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:** 244 people

**Event ID:** 3kpWWFEDW6dsLGXdhc

## 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:** 98 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/heavy-metal-fundraiser-show>

Document generated on 6/4/2026, 2:07:06 AM