

# International Symposium for Testing and Failure Analysis

DATE: Sunday, November 16, 2025  
LOCATION: Pasadena, California, US

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## Event Description

International Symposium for Testing and Failure Analysis is a premier conferences event in Pasadena. 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 384 people

**Event ID:** GpjrdXD2DJkUoEfFBk

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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

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