

# Jon "Polar Bear" Gonzalez: Coldest Baddest Tour

DATE: Wednesday, August 13, 2025  
LOCATION: San Francisco, California, US

## Event Description

Jon "Polar Bear" Gonzalez: Coldest Baddest Tour is a premier performing-arts 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:** performing-arts

**Importance Rank:** 37/100

**Expected Attendance:** 229 people

**Event ID:** 3KTiqvMDZqbHMEjShj

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 92 across all properties

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