

NOW, THAT'S WHAT I CALL EMO & Free Swag Bag

DATE: Wednesday, August 13, 2025
LOCATION: San Antonio, Texas, US

Event Description

NOW, THAT'S WHAT I CALL EMO & Free Swag Bag is a premier concerts event in San Antonio. 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: 42/100
Expected Attendance: 394 people
Event ID: 8gUwPVgPH4KbXiu6tA

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: 158 across all properties

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