

Pennywise

DATE: Saturday, October 11, 2025

LOCATION: Zapote, San José, CR

Event Description

Pennywise is a premier concerts event in Zapote. 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: 54/100

Expected Attendance: 1,585 people

Event ID: Heu8qugLCn4HtHvzoV

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 634 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/pennywise>

Document generated on 6/3/2026, 9:21:48 PM