

Pryda

DATE: Thursday, August 28, 2025

LOCATION: Chicago, Illinois, US

Event Description

Pryda is a premier concerts event in Chicago. 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: 60/100

Expected Attendance: 3,034 people

Event ID: 8Hcj79246X9cEnAKQR

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,214 across all properties

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

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<https://becircadian.com/events/pryda>

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