

Sarah and the Safe Word

DATE: Thursday, September 18, 2025
LOCATION: Pittsburgh, Pennsylvania, US

Event Description

Sarah and the Safe Word is a premier concerts event in Pittsburgh. 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: 50/100

Expected Attendance: 954 people

Event ID: 7Wag8k2XGv7TfGyRsv

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 382 across all properties

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