

St. Frances Cabrini Beer Fest and Classic Car Show

DATE: Saturday, August 16, 2025
LOCATION: San Jose, California, US

Event Description

St. Frances Cabrini Beer Fest and Classic Car Show is a premier festivals event in San Jose. 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: festivals

Importance Rank: 56/100

Expected Attendance: 1,948 people

Event ID: 6QwS8vm6TKyYXLWaCm

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 779 across all properties

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