

TALK | The Magic Behind Mid-Century Design with Shag

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

Event Description

TALK | The Magic Behind Mid-Century Design with Shag is a premier expos event in San Francisco. 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: expos

Importance Rank: 41/100

Expected Attendance: 341 people

Event ID: HPXGHP8SQVH7zevrrh

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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