

The Secret Wine Bar at San Francisco Wine School - August

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

Event Description

The Secret Wine Bar at San Francisco Wine School - August is a premier festivals event in South 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: festivals

Importance Rank: 45/100

Expected Attendance: 555 people

Event ID: 8FWcs953n8A4d7PTV6

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 222 across all properties

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