

The Witches You Could Not Burn

DATE: Saturday, August 23, 2025
LOCATION: South Pasadena, California, US

Event Description

The Witches You Could Not Burn is a premier expos event in South Pasadena. 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: 40/100

Expected Attendance: 301 people

Event ID: CNtbM2QFZae8o2k4A4

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/the-witches-you-could-not-burn>

Document generated on 6/4/2026, 1:28:56 AM