

UC Berkeley's Hany Farid: How to Spot Deepfakes and Fight AI-Powered Fraud

DATE: Tuesday, August 19, 2025
LOCATION: San Francisco, California, US

Event Description

UC Berkeley's Hany Farid: How to Spot Deepfakes and Fight AI-Powered Fraud is a premier conferences 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: conferences

Importance Rank: 31/100

Expected Attendance: 118 people

Event ID: D96rDf9N6FB64WKPyX

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 47 across all properties

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