

2025 CIP x Lopes Limited Light Up The Night NYE Celebration

DATE: Wednesday, December 31, 2025
LOCATION: Greater Sudbury, Ontario, CA

Event Description

2025 CIP x Lopes Limited Light Up The Night NYE Celebration is a premier festivals event in Greater Sudbury. 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: 37/100

Expected Attendance: 229 people

Event ID: J2tELAZGySrYiJajru

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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