

2025 Thunderbirds Scaling

DATE: Wednesday, December 31, 2025

LOCATION: Halifax, Nova Scotia, CA

Event Description

2025 Thunderbirds Scaling is a premier sports event in Halifax. 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: sports

Importance Rank: 71/100

Expected Attendance: 11,092 people

Event ID: 4KBawC3kwtQh47haSE

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,437 across all properties

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