

A Nightmare on King Street 10: Brass Butterflies Halloween Party & Showcase

DATE: Saturday, October 25, 2025
LOCATION: Waterloo, Ontario, CA

Event Description

A Nightmare on King Street 10: Brass Butterflies Halloween Party & Showcase is a premier community event in Waterloo. 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: community

Importance Rank: 36/100

Expected Attendance: 200 people

Event ID: BKDHoPxZ6Lwrdo34D5

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: 80 across all properties

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